UBC Applied Science Brand Standards

Contents

THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

The way we choose to speak directly impacts how our message is received. It's important to be aware of our visual and written tone when speaking to our audiences.

Brand

Who we are

The Faculty of Applied Science comprises the School of Architecture and Landscape Architecture, the School of Community and Regional Planning, the School of Nursing, six engineering departments, the School of Biomedical Engineering at the Vancouver campus and the School of Engineering at the Okanagan campus.

Our Faculty has a unique variety of disciplines. Our core purpose is to discover, create and apply knowledge, provide top-tier education, and champion a community of responsible professionals devoted to serving a thriving, sustainable and healthy society. Our work and the professional disciplines we represent span the entire human-centred built environment. We represent innovation at all scales from the nanoscale electronic devices that power communications to the design and construction of entire cities.

Our Faculty is committed to creating lasting change by discovering and applying knowledge. We uniquely embody responsible risk-taking and an innovative spirit, and our work reflects an authentic environmental ethos that arises from our commitment to, and respect for, our exceptional environment. We leverage our multidisciplinary strength and small-community approach to address society's most complex challenges. The location of our campuses in Vancouver and Kelowna allows us to leverage a diverse and inclusive international culture while respecting the rich Indigenous heritage in British Columbia.

MISSION

We shape the leaders and professions that shape the world.

—

WE DO THIS BY:

CREATING THE LEADERS
FOR TOMORROW

IMPACTING OUR PROFESSIONS
THROUGH OUR RESEARCH
AND PRACTICE

VISION

Thriving people, places and planet.

—

THRIVING REFLECTS:

SOCIAL EQUITY AND WELL-BEING
PHYSICAL AND MENTAL HEALTH

SUSTAINABLE AND DIVERSE
ENVIRONMENT

Values

While our disciplines all have their own unique goals and innovations, at its core, our entire Faculty holds the same values.

Our five central brand values underlie everything we support, achieve and communicate.

—

INTEGRITY
WE ARE TRUSTED
PROFESSIONALS.

CREATIVITY
WE ARE IMPACTFUL
INNOVATORS.

ADVENTURE
WE ARE BOLD,
CONFIDENT
& COURAGEOUS.

TOGETHER
WE ARE DIVERSE,
INTERDISCIPLINARY
COLLABORATORS.

AGILITY
WE ARE RAPID,
RESPONSIVE
& RESILIENT.

Commitments

As professionals in service to society,
we are committed to action that
will affect urgent and meaningful
transformation in each of our identified
priority areas.

LEAD BY EXAMPLE

EMBRACE AMBIGUITY

ACT WITH INTENTION

INCREASE IMPACT

ACCELERATE SOLUTIONS

We are committed to **lead by example** in our actions as individuals and through our policies and processes as an institution. We will embody the qualities of a 21st Century University as a leading example of the professional education, research and practice to ensure our Faculty advances global actions.

We will **embrace ambiguity** in our own technologically evolving workplace and enable work readiness in rapidly evolving social and economic environments through a honed repertoire of technical, creative, critical thinking, leadership, digital collaboration and intercultural skills.

We will **act with intention** to develop the leaders of tomorrow that demonstrate intentional and consistent action to foster a culture grounded in inclusion and respectful engagement.

We will **increase impact** of our research, education and community engagement; to work closely with partners to ensure healthy, productive, safe, inclusive and sustainable lives, cities and communities both locally and globally.

We will develop and implement real-world environmental and economically sustainable innovations and **accelerate solutions** that support planetary health, future cities and healthy productive communities.

Priorities

The six priority areas which emerged from the identified drivers of change directly align with our Faculty's vision and mission. The first three describe how we achieve our mission: how we design the university as the bedrock for continuous innovation, prepare society and our professions for an evolving workplace, and educate future societal professional leaders. The last three directly support our vision of thriving people, places and planet.

TRANSFORMING OURSELVES:

University for the future

Demonstrating innovation throughout the institution from new pedagogical approaches, to administrative processes, to providing lifelong value to students, alumni, faculty and staff.
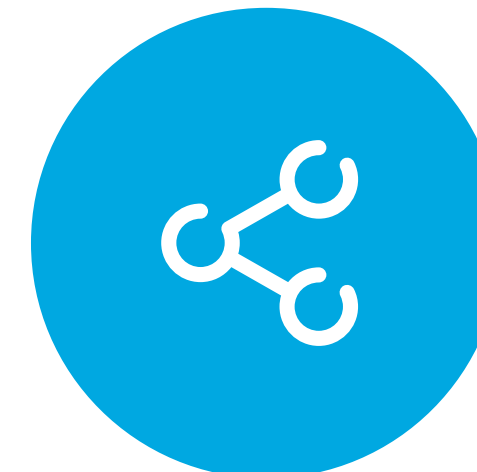
Future of work

Equipping students, staff and faculty with the skills to thrive in a rapidly changing professional landscape.
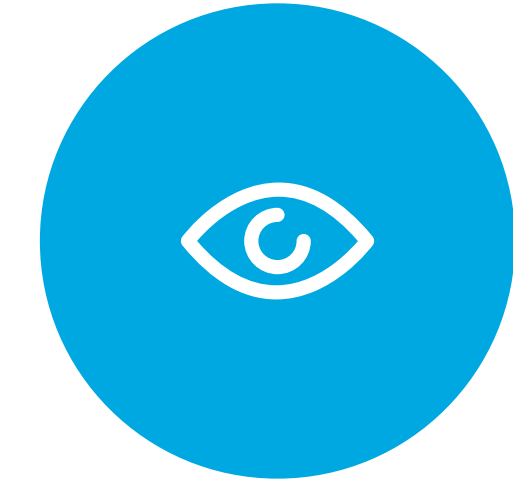
Inclusive leadership and respectful engagement

Fostering the future's inclusive leaders and cultivating a culture grounded in respect, understanding, humility, wellness, balance and joy.

TRANSFORMING THE WORLD:

Solutions for people

Developing the health, technology and equity solutions that serve our communities and the individuals within them.
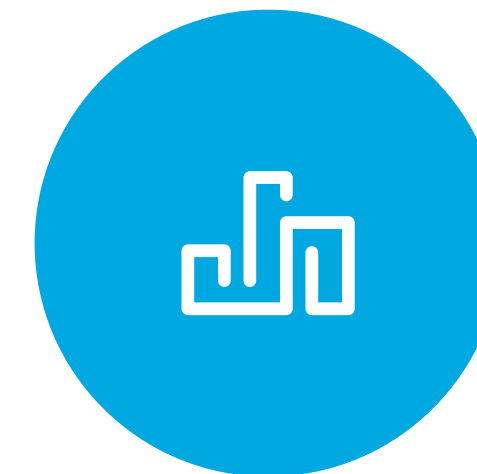
Thriving cities and communities

Improving how we move, work and connect to create healthier, safer and more productive communities.
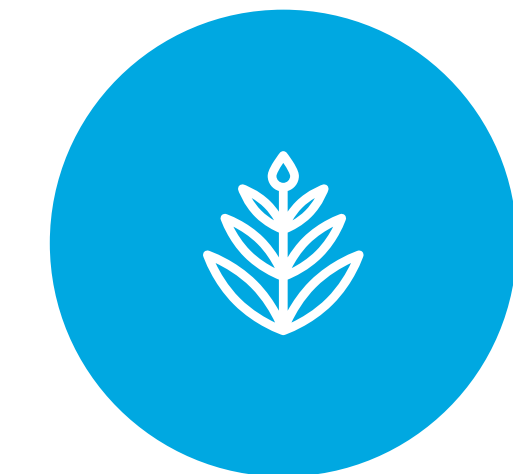
Planetary heath

Spearheading efforts to accelerate global environmental action.

No matter what we communicate, our voice should always convey our brand's values, a sense of curiosity and a genuine desire to share knowledge.

Brand voice

Tone of voice

As a Faculty, our goal is to continually develop a bold, warm and inviting voice. How do we accomplish this? We choose words that inspire courage and excitement in our audience and avoid any exclusive or arrogant language.

Our voice does not keep people at a distance but instead, places them at the center of our message. While our audiences must clearly understand our professional perspective, they should also feel included in our process and inspired to share their own ideas.

Be generous: Write for the readers

Imagine you are having a conversation. Does it feel like you are referring to yourself constantly? Turn the tables. Make it about the other person. Shorten the distance between you and the reader through inclusive language.

Speak directly: Keep it precise

Be confident, but avoid being boastful in your choice of language. Write to inform; make your point early in your communication piece. Write intelligently but keep your tone warm. Avoid jargon. Our language should be professional but not stilted.

Breath test: Read out loud

Any sentence you read should survive the breath test. If you find you are running out of breath, your sentence is too long. Writing is like music. Listen for how your words flow when you say them out loud.

Tell a story: Write to share

Anticipate how your audience will be consuming your words in today's digital landscape. This will help you write more strategically for any given platform. Headlines in social media determine whether your content gets shared or not. Make them count.

Inspire: Be genuinely caring

At UBC, we care deeply about discoveries, teaching and connecting with our community. We want this to come through in our writing in a genuine way. Inspiring copy comes from focusing on how you care and why others should too. For this reason, we should place real people at the heart of all our stories.

We are not

**Arrogant
Distant
Authoritarian
Vague**

We are

**Professional
Inspiring
Warm
Bold**

Writing

Whether we communicate through tweets, announcements or proposals, we always write for the reader rather than ourselves. To ensure that our audiences feel interested and included, we use consistent typography, engaging headlines, short paragraphs and bullet points. Most importantly, we thoroughly research our stories, focusing on precise information and details. As writers, if we genuinely care about the words we use and the communities we speak to, our readers will hear it in our voice.

To maintain a unified and consistent brand voice, our Faculty follows the UBC writing guidelines, with a few exceptions. APSC also uses the CP Stylebook. For all other guidelines, please see the UBC Applied Science Brand Toolkit.

Grammar and punctuation

– In a series of items listed in sentence form, avoid using a terminal comma (a comma that precedes the final "and") except to avoid confusion when there are several "ands" in the sentence.

– Engineering and other educational fields are only capitalized when referring to proper names. Ex: UBC School of Engineering and engineering student projects.

– Use periods, not dashes in phone numbers.

– Use an endash "–" for lists, not dashes, emdashes or bullets.

– Commas are used to separate three-digit groups, except for house numbers, phone numbers, years and other serial numbers.

– When indicating a period of time, do not use an apostrophe before the "s."

– Use sentence case, with only the first word and proper nouns capitalized. Pipeline Integrity Institute celebrates program milestone is correct. Pipeline Integrity Institute Celebrates Program Milestone is incorrect.

Applied Science

– APSC does not use periods for degree abbreviations. BASc is correct. B.ASc is incorrect.

– Capitalize full degree names.

– Use lowercase when making general references to degrees.

– Capitalize common nouns when they represent the full version of a formal name, with one exception. Use Faculty of Applied Science (APSC) on first reference. Then in subsequent references, use APSC or "the Faculty" to avoid confusion with "the faculty," which indicates reference to individuals. "The Faculty" refers to the organizational unit. "The faculty" refers to faculty members.

– Avoid using the ampersand symbol (&) unless it is part of a formal name of a group or unit on campus.

– APSC follows the UBC style of no periods in BC.

UBC standardized unit signatures identify our Faculty as being part of UBC without diluting the brand. If you are in need of unit signatures, please contact UBC Brand & Marketing (brand.ubc.ca).

Unit signatures

THE UNIVERSITY OF BRITISH COLUMBIA

Faculty of Applied Science

Unit signatures

Full

This is the standard and preferred format for schools/departments and units who require an official unit signature. Faculties, disciplines and units can use their unit signature for many promotional purposes. Signatures should be expressed in official colours only.

UBC THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

CLEARSPACE

To ensure maximum impact, the unit signature should have sufficient clearspace around it. As shown, the clearspace surrounding the signature should be as wide (or wider than) the UBC crest's width and height.

Please note that the downloadable signature files have clearspace built into them.

UBC THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

UBC THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

Promotional

This unit signature features the name of the Faculty, discipline, unit or department/school more prominently and can be used for marketing purposes.

UBC | THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

Please note that the downloadable signature files have clearspace built into them.

UBC | THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

UBC | THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

Narrow

If the full unit signature will not fit
in a given area, the narrow signature
should be used. Do not use the narrow
signature for any other purpose.

**THE UNIVERSITY
OF BRITISH COLUMBIA**

Faculty of Applied Science

Please note that the downloadable
signature files have clearspace built
into them.

**THE UNIVERSITY
OF BRITISH COLUMBIA**

Faculty of Applied Science

**THE UNIVERSITY
OF BRITISH COLUMBIA**

Faculty of Applied Science

Short name

This abbreviated signature option is intended for audiences who already understand that UBC stands for "The University of British Columbia." It can also be used when the UBC crest is already present.

UBC Applied Science

Please note that the downloadable signature files have clearspace built into them.

UBC Applied Science

UBC Applied Science

Unit signatures

Disciplines

For schools/departments and units who require an official unit signature, this is the standard and preferred format.

The Applied Science's full unit signature can be used in conjunction with a discipline's unit short name signature. For example, you may use the UBC Nursing short name signature with the UBC Faculty of Applied Science's full unit signature.

In all other cases, we advise against using more than one signature.

THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science
School of Architecture and Landscape Architecture

UBC SALA

THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science
School of Community and Regional Planning

UBC SCARP

THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science
Engineering

UBC Engineering

THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science
School of Nursing

UBC Nursing

Disciplines

For instances when the discipline takes precedence over Applied Science, you may use the short name signature with the Applied Science full unit signature. The Applied Science full unit signature should appear in the lock-up with the short name signature featured more prominently in the layout.

UBC Nursing

Lipsum consectetur dolor

UBC
THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

APSC.UBC.CA

SHORT NAME SIGNATURE

GRADIENT

LOCK-UP

Misuses

It's important for all of our partners to have access to the Applied Science unit signatures so they can promote their projects, businesses, campaigns and organizations. However, the integrity of the signatures must be maintained.

Do not replace any text within the unit signatures

Do not replace the typeface used within the unit signatures

Do not skew or distort the unit signatures

Do not reposition any elements from within the unit signatures

Do not apply effects such as drop shadow, bevels, glows etc

With every piece of communication, we make a statement about who we are. So in order to instantly communicate our brand identity to audiences, we must use consistent typography.

Typography

Typography

Primary

Our primary typeface, Whitney, was developed for use on both public signage and editorial projects. This font works just as well on large signs as it does in magazines, reports and on the web. Due to its readability and versatility, we recommend using Whitney for applications, headlines and copy text. As it is our primary typeface, it should be used in all formal communications to establish a strong, institutional look.

Contact Applied Science Marketing & Communications for information on gaining access to the Whitney font.

Whitney Light
Book
Medium
Semibold
Bold

Typography

Usage

SYSTEM ALTERNATIVE FONT

When working on some desktop publishing, eBook, web, app, software, or SaaS projects, Whitney may not be an available or optimal font choice. In such cases, we recommend using alternative fonts. For publishing applications, please use Arial, and for web applications, use Arial (Regular or Bold) and Open Sans (Light, Regular, or Bold).

Please note that Microsoft Office programs (including Word and PowerPoint) do not support Whitney or other third-party fonts. To reduce typography issues, we recommend using a system font with these programs. For example, Arial (Regular or Bold) works well.

EXTERNAL CONTRACTORS

External vendors or consultants must purchase their own font files. Whitney is available for purchase through Hoefler & Co., Arial is a system font, and Open Sans is available for download through Google Fonts.

Arial Regular
Bold
Open Sans Light
Regular
Bold

Typography

Hierarchy

When creating a document with writing of any kind, we aim to assign visual importance to each piece of copy. The reader should be able to easily differentiate between sections, and they should understand where to look.

As a general rule, we use sentence case for all headers and subheads. Do not use periods in headers when punctuating.

Header

Specs	36pt / 36pt
Font	Whitney Semibold
Kerning	Optical
Tracking	10

Subhead 1

Specs	21pt / 24pt
Font	Whitney Medium
Kerning	Optical
Tracking	-10

SUBHEAD 2

Specs	16pt / 18pt
Font	Whitney Semibold
Kerning	Optical
Tracking	+80
Styling	Uppercase

Body 1 lorem ipsum dolor sit amet consectetur adipiscing elit. Ut porta accumsan mi,
a ultricies.

Specs	18pt / 22pt
Font	Whitney Book
Kerning	Optical
Tracking	-10

Body 2 lorem ipsum dolor sit amet consectetur adipiscing elit. Ut porta accumsan mi, a ultricies.

Specs	14pt / 18pt
Font	Whitney Book
Kerning	Optical
Tracking	-10

Typography

Application

Typography should be used to effectively emphasize and organize information on a page. These examples outline how we use our typography in a layout.

HEADER

Placeholder Applied Science headline

BODY 1

SUBHEAD 1

This is an introductory paragraph placeholder lipsum dolor sit amet consectetur.
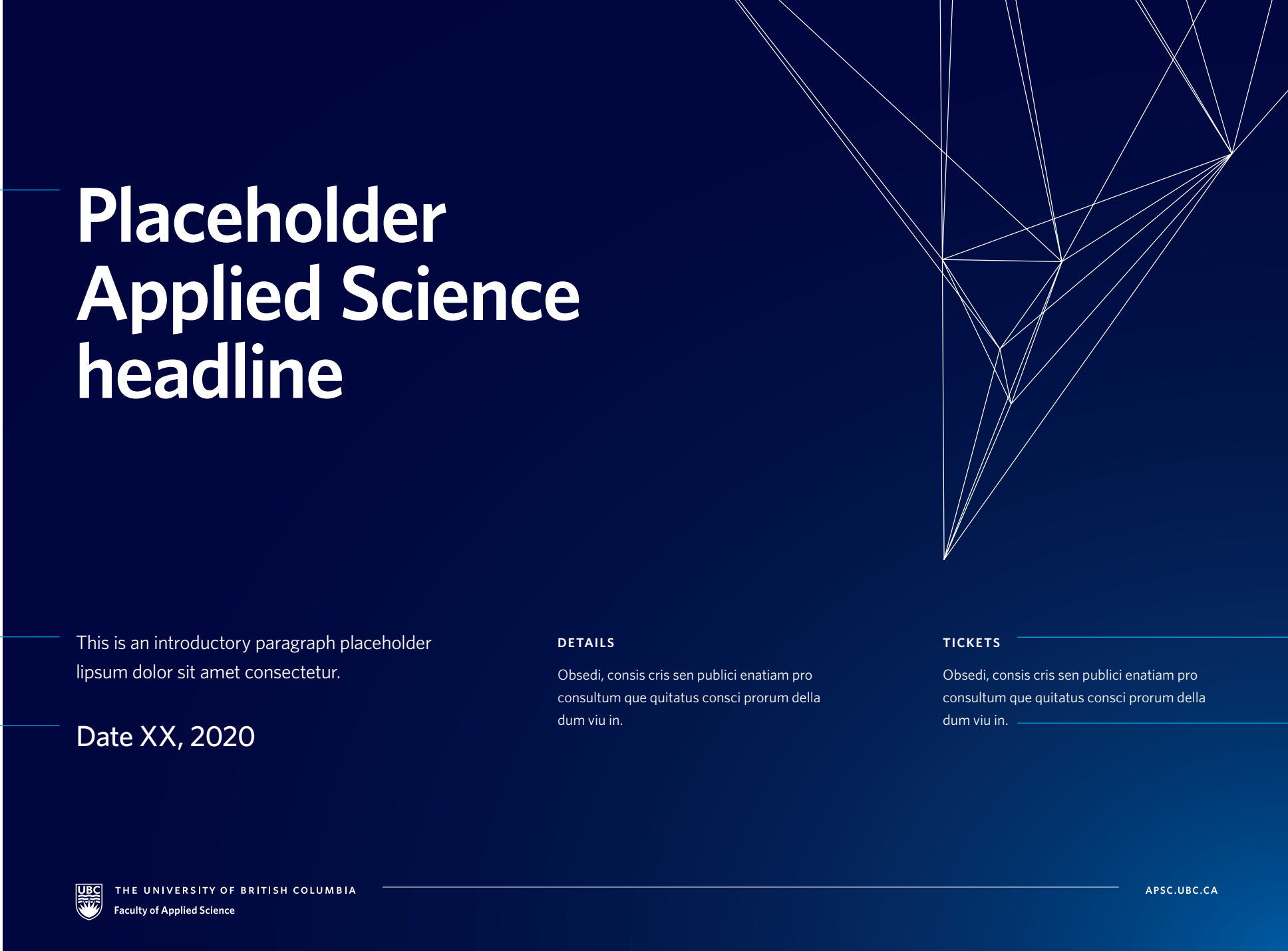
Date XX, 2020

DETAILS

Obsedi, consis cris sen publici enatiam pro consultum que quitatus consci prorum della dum viu in.

TICKETS

Obsedi, consis cris sen publici enatiam pro consultum que quitatus consci prorum della dum viu in.

SUBHEAD 2

BODY 2

THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

APSC.UBC.CA

HEADER

Placeholder Applied Science headline

This is an introductory paragraph placeholder lipsum dolor sit amet consectetur.

BODY 1

DATE XX, 2020

SUBHEAD 2

THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

APSC.UBC.CA

When we use consistent colours in our communications, it strengthens our relationships and increases our recognition as an institution around the world.

Colour

Colour

Faculty

Our primary colours are navy and white, which means they should be used frequently and prominently.

When we want to bring a slightly different tone into our communications, we use our secondary and tertiary colours. These colours should be used sparingly and should never overshadow our primary colours.

Assets can be found in the UBC Applied Science Brand Toolkit.

PRIMARY

Pantone 282

RGB	012 035 068
HEX	002145
CMYK	100 090 013 068

White

RGB	255 255 255
HEX	FFFFFF
CMYK	000 000 000 000

SECONDARY

Pantone 2935

RGB	000 085 183
HEX	0055B7
CMYK	100 068 004 000

Pantone 2995

RGB	000 167 225
HEX	00A7E1
CMYK	080 012 001 000

TERTIARY

Pantone 298

RGB	064 180 229
HEX	40B4E5
CMYK	064 010 001 000

Pantone 297

RGB	110 196 232
HEX	6EC4E8
CMYK	052 005 003 000

Pantone 2975

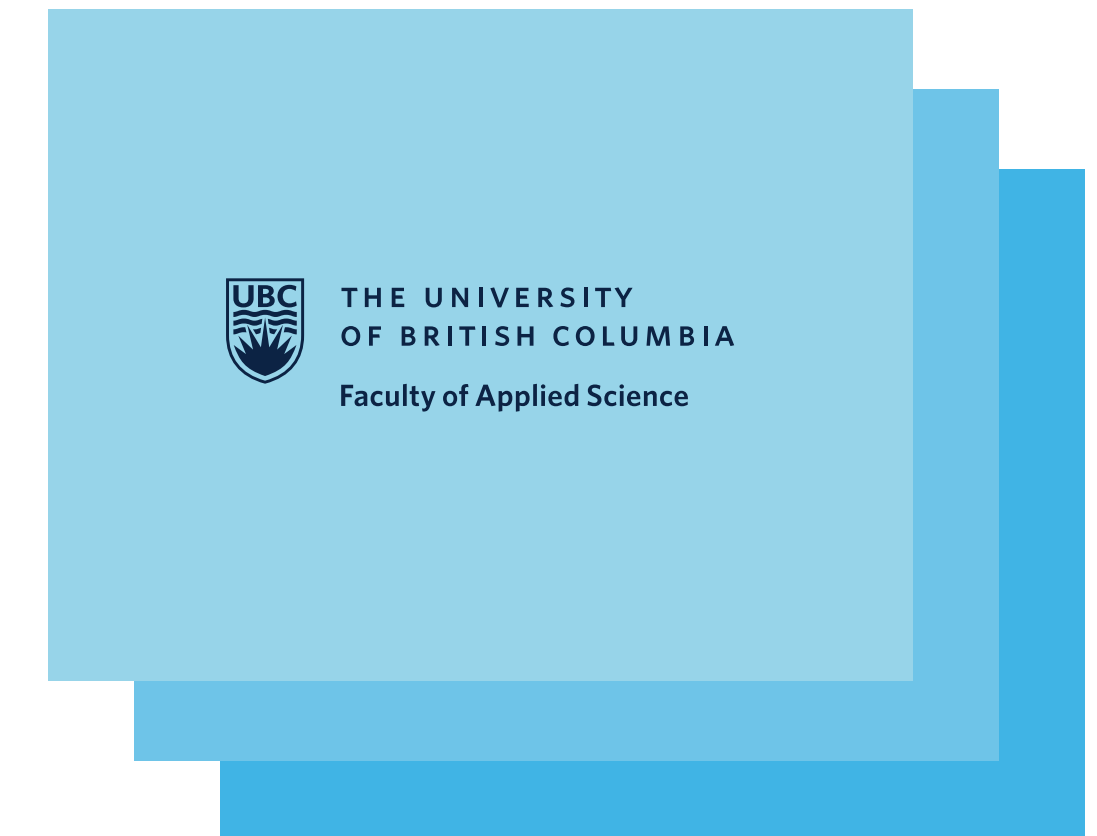| RGB | 151 212 233 |
| HEX | 97D4E9 |
| CMYK | 038 002 005 000 |

Colour

Unit signature

The Applied Science unit signature represents our Faculty's identity and our collective values. By applying the signature consistently, we maintain our professional and recognizable visual.

When the unit signature is used on posters, images or any other type of background, it must remain legible and clear. The unit signature must contrast significantly with background colours at all times. When choosing between the reverse and positive unit signatures, always place the reverse over dark backgrounds, and place the positive over light backgrounds. This rule also applies when the signature is placed on photographs and gradients.

REVERSE

THE UNIVERSITY OF BRITISH COLUMBIA

Faculty of Applied Science

POSITIVE

THE UNIVERSITY
OF BRITISH COLUMBIA

Faculty of Applied Science

THE UNIVERSITY
OF BRITISH COLUMBIA

Faculty of Applied Science

Colour

Gradient

Our vibrant palette of gradients helps us maintain our brand identity. These gradients can be applied to images or can be used to add depth to backgrounds. Our gradient assets are available in both RGB and CMYK.

Please use the supplied assets only. Do not reproduce, edit or recreate any assets unless directed to by the Applied Science's Brand & Marketing teams.

GRADIENT

COLOURS

Pantone 2935

RGB	000 085 183
HEX	0055B7
CMYK	100 068 004 000

Pantone 282

RGB	012 035 068
HEX	002145
CMYK	100 090 013 068

Colour

Freeform gradient

Freeform gradients can be used to add more depth to backgrounds or images. Our freeform gradient assets are available in both RGB and CMYK.

Do not reproduce, edit or recreate any assets unless directed to by the Applied Science Marketing & Communications teams.

FREEFORM GRADIENT

COLOURS

Pantone 2995

RGB	000 167 225
HEX	00A7E1
CMYK	080 012 001 000

Pantone 2935

RGB	000 085 183
HEX	0055B7
CMYK	100 068 004 000

Pantone 282

RGB	012 035 068
HEX	002145
CMYK	100 090 013 068

Colour

Disciplines

Our discipline colours are based on colour values that have been assigned to Applied Science by UBC Brand & Marketing. We have built individual visual identities for each of our disciplines using their three complementary colours.

Pantone 282		Pantone 2935		Pantone 2995	
RGB	012 035 068	RGB	000 085 183	RGB	000 167 225
HEX	002145	HEX	0055B7	HEX	00A7E1
CMYK	100 090 013 068	CMYK	100 068 004 000	CMYK	080 012 001 000

SALA

SCARP

ENGINEERING

NURSING

Pantone 433		Pantone 1665		Pantone 187		Pantone 2685	
RGB	029 037 045	RGB	220 068 005	RGB	166 025 046	RGB	051 000 114
HEX	1D252D	HEX	DC4405	HEX	A6192E	HEX	330072
CMYK	088 063 040 085	CMYK	000 082 100 000	CMYK	000 100 074 026	CMYK	097 100 000 019

Pantone 431		Pantone 166		Pantone 186		Pantone 268	
RGB	091 103 112	RGB	227 082 005	RGB	200 016 046	RGB	088 044 131
HEX	5B6770	HEX	E35205	HEX	C8102E	HEX	582C83
CMYK	063 045 034 025	CMYK	000 076 100 000	CMYK	000 100 080 005	CMYK	079 100 000 000

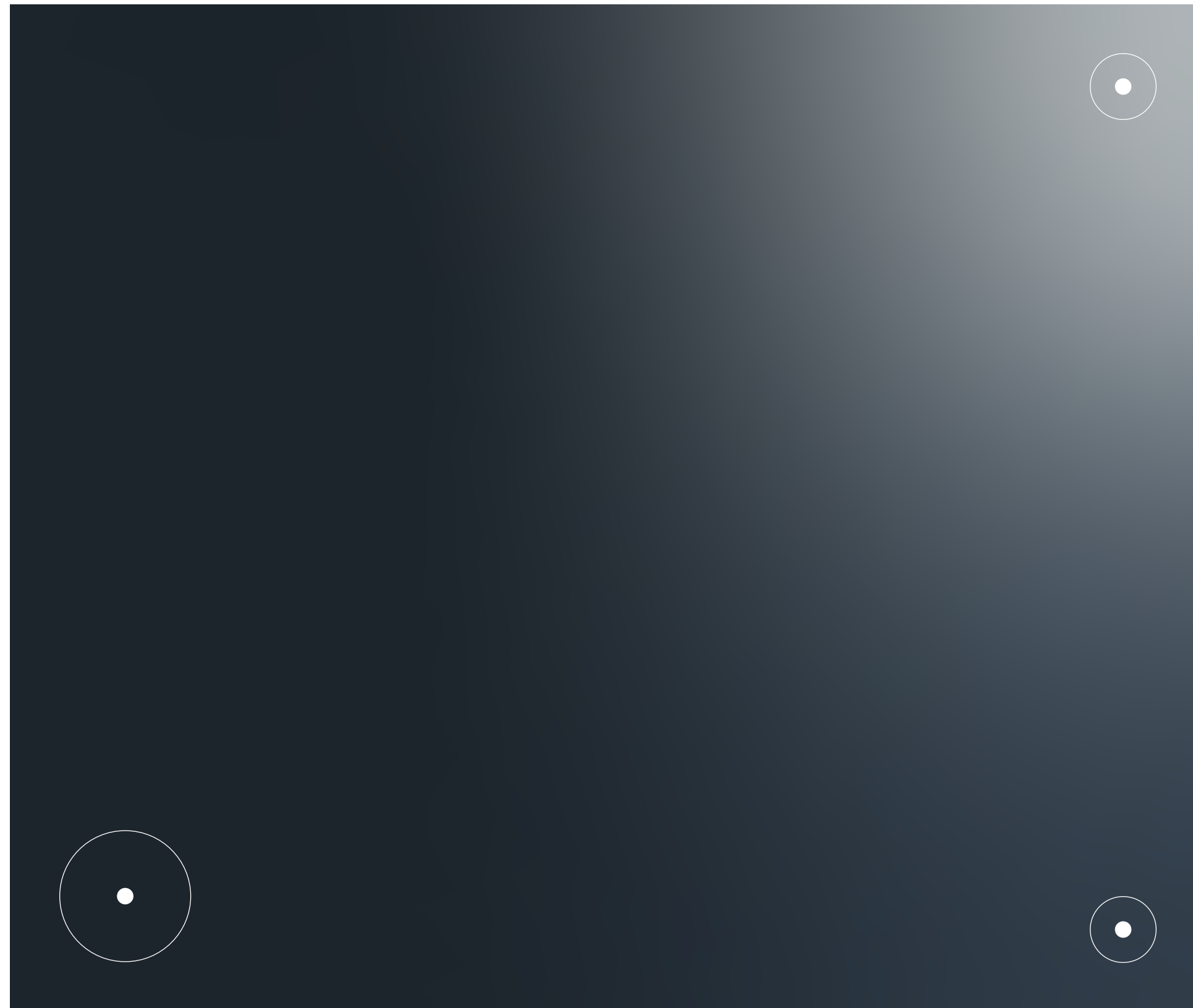| Pantone 429		Pantone 144		Pantone 485		Pantone 259	
RGB	162 170 173	RGB	237 139 000	RGB	218 041 028	RGB	109 032 119
HEX	A2AAAD	HEX	ED8B00	HEX	DA291C	HEX	6D2077
CMYK	035 023 019 002	CMYK	000 049 100 000	CMYK	000 095 100 000	CMYK	064 100 000 007

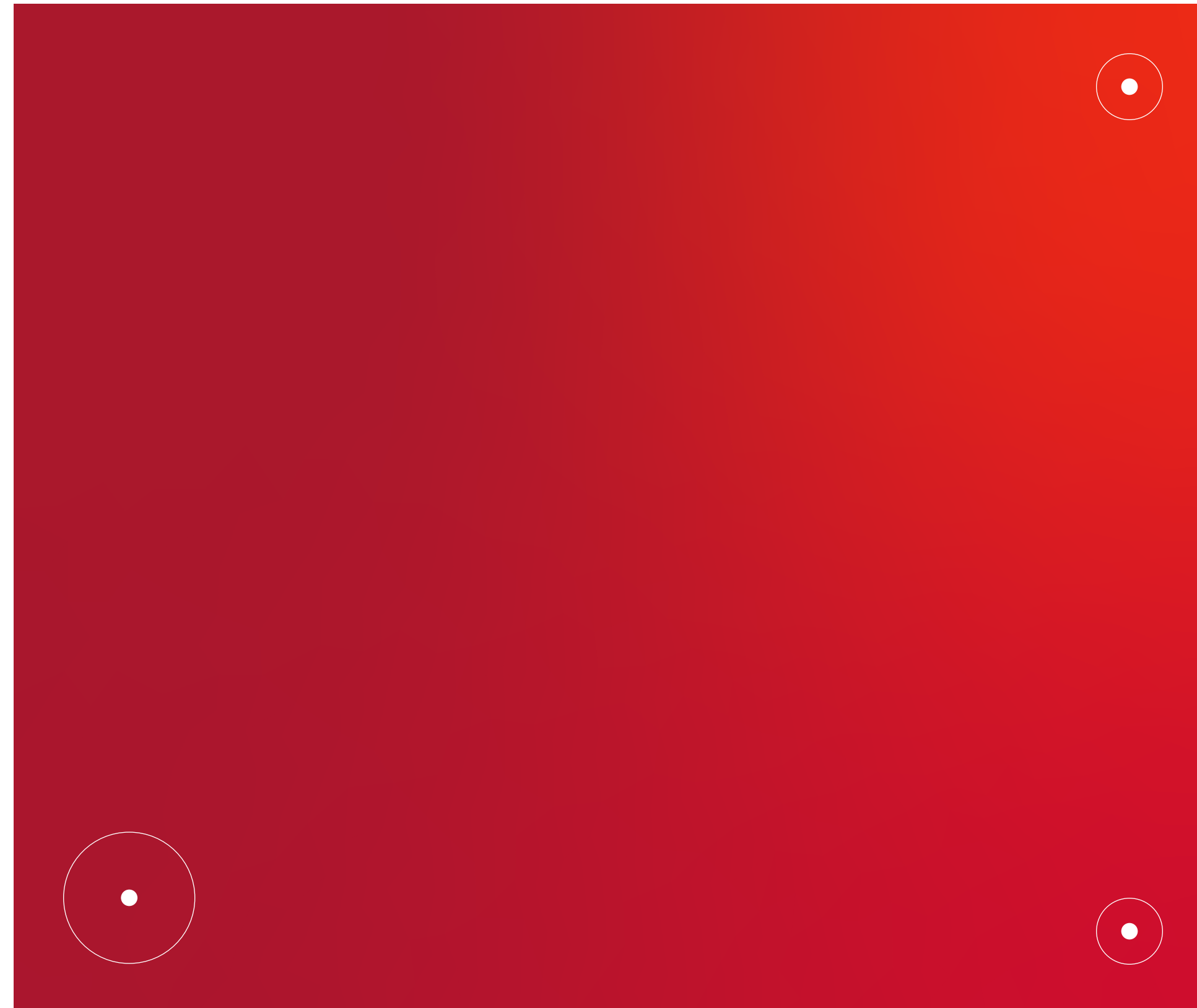Colour

SALA

The School of Architecture and Landscape Architecture uses a range of greys in their signature colour palette. Use any of these colour variants to create a solid background, gradient or freeform gradient.

Please use the supplied assets only. Do not reproduce, edit or recreate any assets unless directed to by the Applied Science Marketing & Communications teams. Assets can be found in the Applied Science Brand Toolkit.

FREEFORM GRADIENT

GRADIENT

COLOURS

Pantone 433

RGB	029 037 045
HEX	1D252D
CMYK	088 063 040 085

Pantone 431

RGB	091 103 112
HEX	5B6770
CMYK	063 045 034 025

Pantone 429

RGB	162 170 173
HEX	A2AAAD
CMYK	035 023 019 002

Colour

SCARP

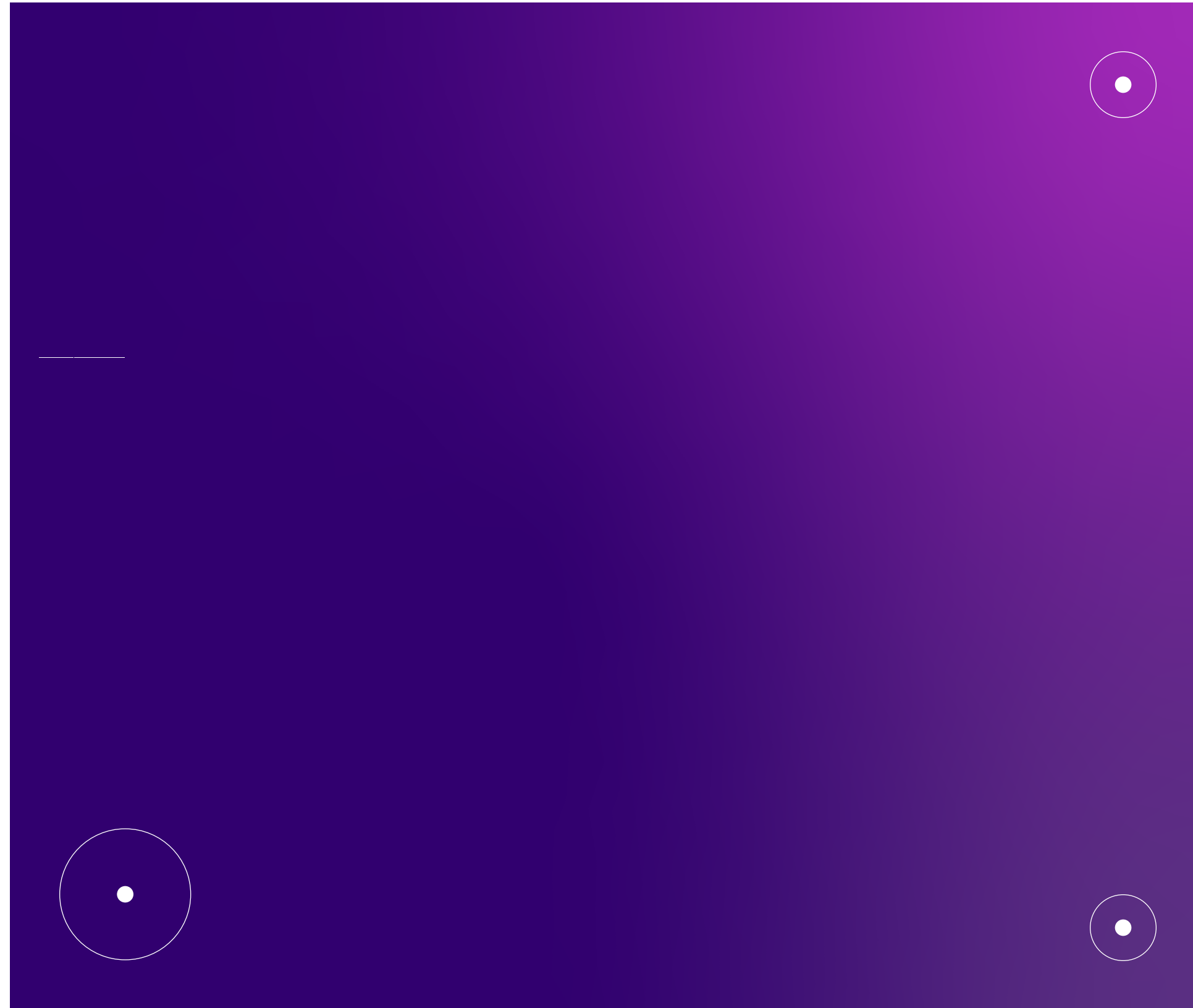The School of Community and Regional Planning uses a range of oranges in their signature colour palette. Use any of these colour variants to create a solid background, gradient or freeform gradient.

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GRADIENT

FREEFORM GRADIENT

COLOURS

Pantone 1665

RGB	220 068 005
HEX	DC4405
CMYK	000 082 100 000

Pantone 166

RGB	227 082 005
HEX	E35205
CMYK	000 076 100 000

Pantone 144

RGB	237 139 000
HEX	ED8B00
CMYK	000 049 100 000

Colour

Engineering

Engineering uses a range of reds in their signature colour palette. Use any of these colour variants to create a solid background, gradient or freeform gradient.

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GRADIENT

COLOURS

Pantone 187

RGB	166 025 046
HEX	A6192E
CMYK	000 100 074 026

Pantone 186

RGB	200 016 046
HEX	C8102E
CMYK	000 100 080 005

Pantone 485

RGB	218 041 028
HEX	DA291C
CMYK	000 095 100 000

Colour

Nursing

The School of Nursing uses a range of purples in their signature colour palette. Use any of these colour variants to create a solid background, gradient or freeform gradient.

Please use the supplied assets only. Do not reproduce, edit or recreate any assets unless directed to by the Applied Science Marketing & Communications teams. Assets can be found in the Applied Science Brand Toolkit.

FREEFORM GRADIENT

GRADIENT

COLOURS

Pantone 2685

RGB	051 000 114
HEX	330072
CMYK	097 100 000 019

Pantone 268

RGB	088 044 131
HEX	582C83
CMYK	079 100 000 000

Pantone 259

RGB	109 032 119
HEX	6D2077
CMYK	064 100 000 007

Photography sets the tone and mood for each communication. From the sources we choose to the subject matter itself, each image must communicate the Applied Science brand consistently.

It's important to illustrate our Faculty's intersectionality by highlighting people who come from all walks of life. Images should feature underrepresented populations, diverse ethnicities, Indigenous peoples and women.

When we show these subjects engaging in activities, ensure that they are actively participating in the scene and do not look passive. Photographs should also feature interdisciplinary work and collaboration.

Please use images that come from the Applied Science photo database, the UBC database and royalty-free stock sites such as Unsplash.com and Pexels.com.

Photography

Applied

Lifestyle photography showcases researching, studying or gaining experience in the field. Whenever possible, these photographs should feel candid, natural and dynamic. We want to show genuine interactions and authentic subjects.

STYLE AND TONE

We capture real moments of human connection, collaboration and innovation. Always use images that focus narrowly on a subject's actions within a facility, and ensure that subjects do not look posed. When choosing imagery, avoid photographs with heavy contrast or saturation.

Portrait

When we highlight individuals (in an interview, student profile, speaker panel, etc), any accompanying imagery should focus on a single person.

STYLE AND TONE

Subjects should be photographed alone, and they must be looking directly at the camera. They should also have a confident stance and appear bold and powerful. When choosing photographs, ensure that the background is free of other people, complicated patterns and distracting elements.

Photography

Place

To showcase locations and interactions within spaces, we use images that feel welcoming and have an interesting perspective.

STYLE AND TONE

Use ground-level shots to close in on campus details. To provide broader context, use aerial shots. Rich colours, dynamic angles and leading lines all help to develop a bold and inviting visual.
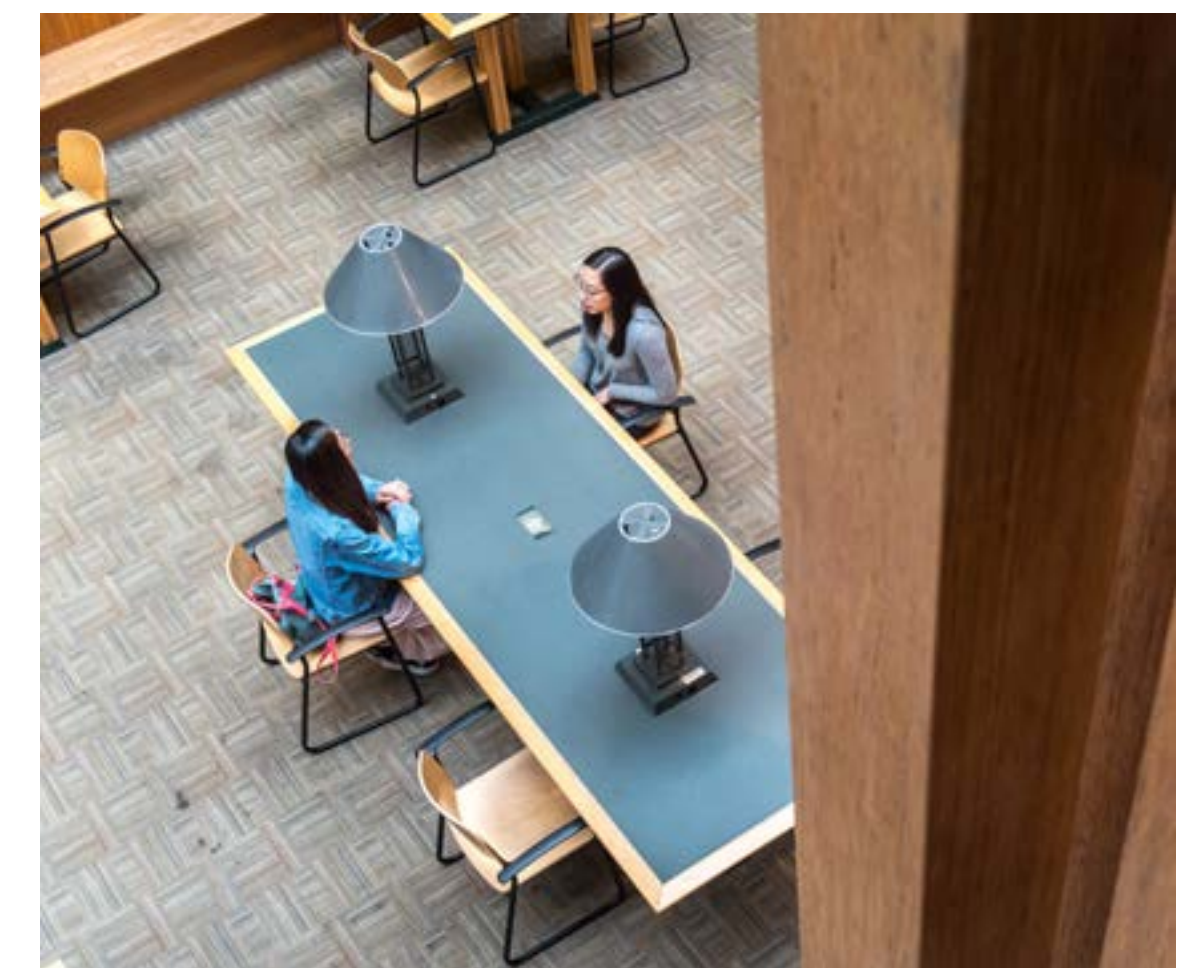
Conceptual

Using macro shots and photography that features subtle details and clear patterns, we can create compelling and appealing visuals. Choose textures, movement and motifs that visually allude to more concrete ideas and concepts.
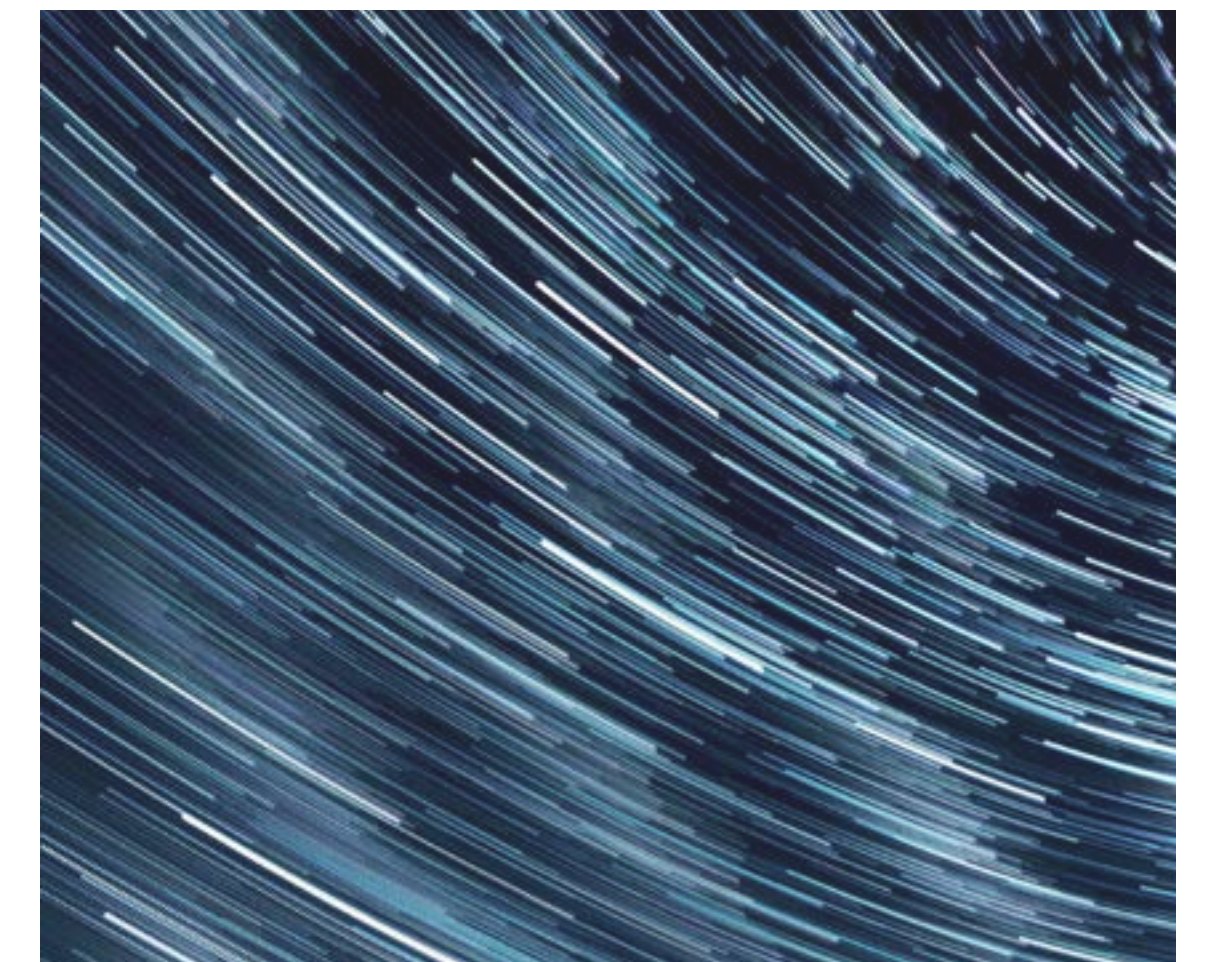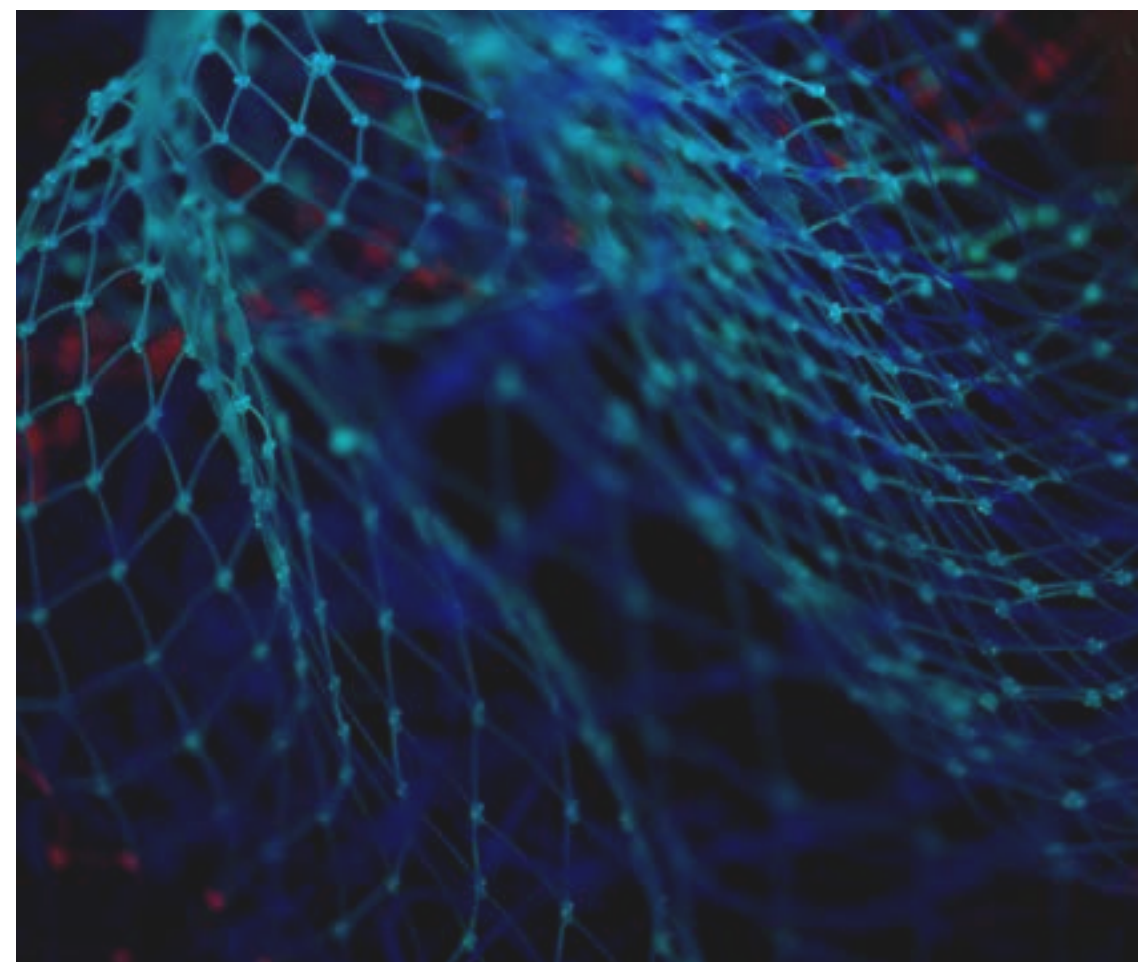
Photography

Misuses

When using photography for
projects, businesses, campaigns and
organizations, it's important for each
of our partners to accurately represent
both the UBC and Applied Science
brand.

Avoid photographs that are low resolution
or have desaturated tones and colours

Avoid photographs that don't feature UBC
or Applied Science facilities (unless you are
using abstracted or macro photography)
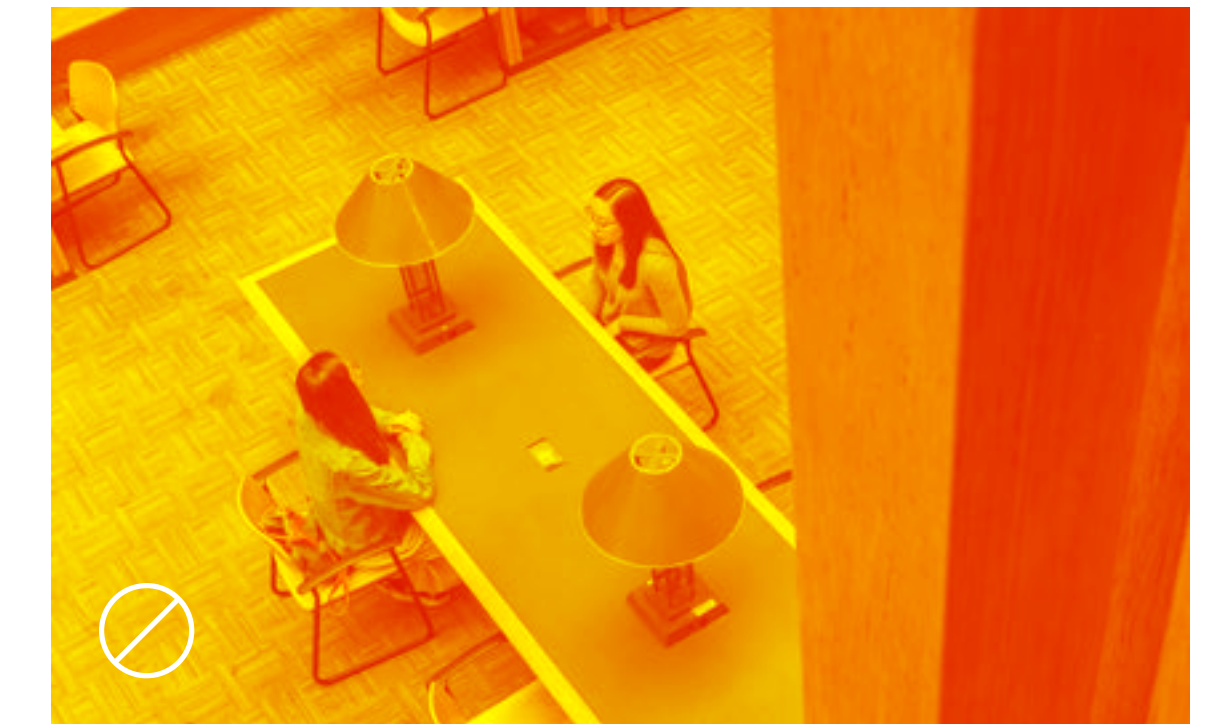
Avoid photography with distortion or
effects applied to them

Avoid photographs that do not convey
the brand's aspirational tone

Ensure subject matter is not overly staged or posed

Ensure all stock photography is properly licenced

UBC Applied Science and its disciplines
each have their own graphic device,
which visually represents their individual
process and approach.

Graphic devices

Concept

To help build their respective visual identities, we developed unique graphic devices for each of our disciplines. We also created a graphic device that represents the Faculty's collective identity.

Each graphic device's shape speaks to distinct research methods and intentions, which is why it's important to use the correct device when speaking about a specific discipline or the Faculty. When referencing one of our disciplines, use that discipline's device. For all other applications, use the Faculty's device.

Applied Science

The Applied Science graphic device features a series of lines and connections, representing the Faculty's many diverse disciplines, goals and achievements.

This device can be used on a solid background, gradient, freeform gradient or related image. Legibility is an important consideration when using colour. To enhance legibility, make sure the device contrasts significantly with the background. When applying the graphic device to an image, ensure the device does not cover or obscure the subject.

Please use the supplied assets only. Do not reproduce, edit or recreate any assets unless directed to by the Applied Science Marketing & Communications teams. Assets can be found in the UBC Applied Science Brand Toolkit.

LAYER 1:   GRAPHIC DEVICE
LAYER 2:   SOLID COLOUR BACKGROUND

LAYER 1:   GRAPHIC DEVICE
LAYER 2:   FREEFORM GRADIENT
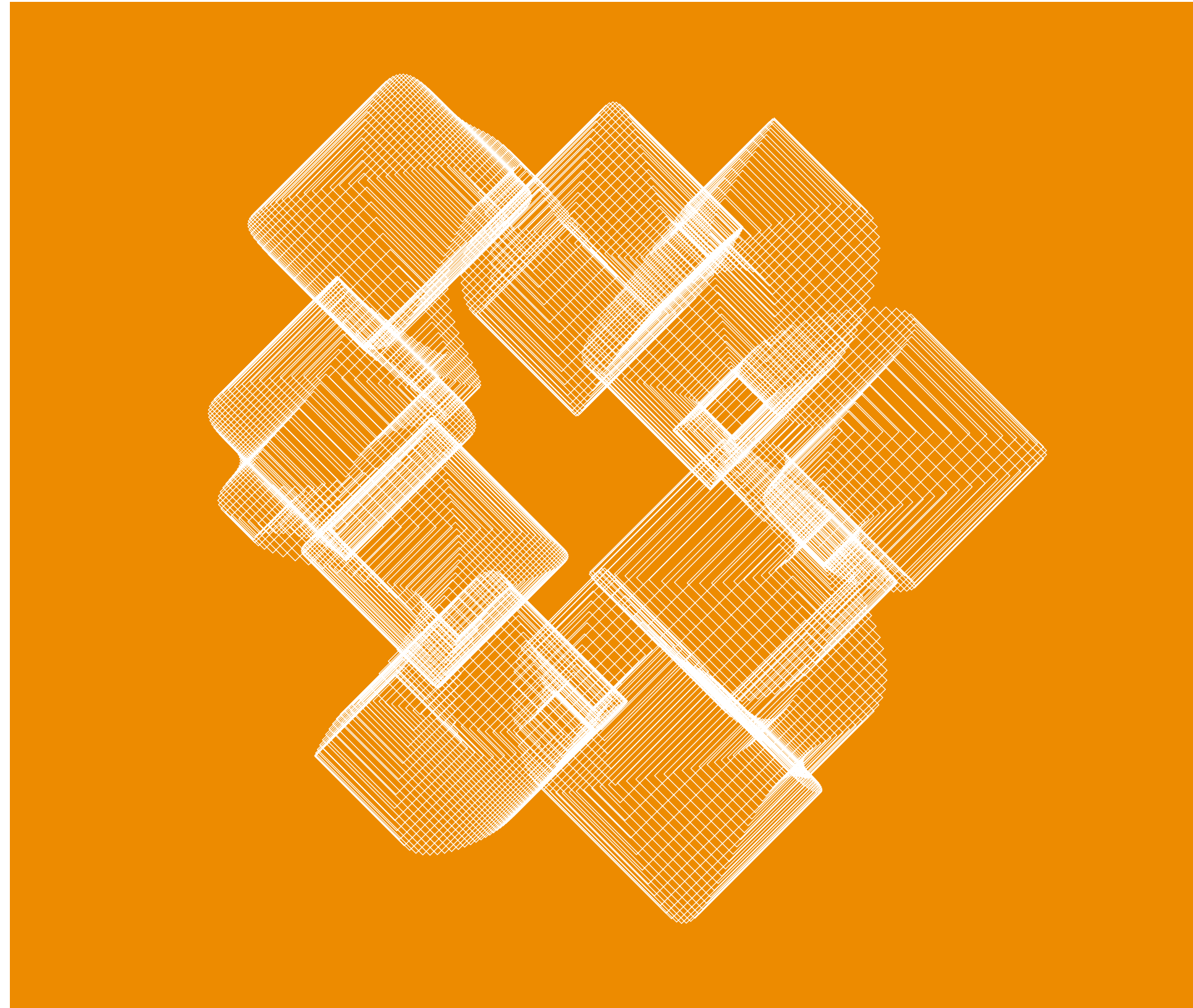

LAYER 1:   GRAPHIC DEVICE
LAYER 2:   IMAGE

SALA

The SALA graphic device has a sturdy framework with multiple axises and a boxy form, which represents architecture's measured, exacting approach.

This device can be used on a solid background, gradient, freeform gradient or related image. Legibility is an important consideration when using colour. To enhance legibility, make sure the device contrasts significantly with the background. When applying the graphic device to an image, ensure the device does not cover or obscure the subject.

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LAYER 1:   GRAPHIC DEVICE
LAYER 2:   SOLID COLOUR BACKGROUND

LAYER 1:   GRAPHIC DEVICE
LAYER 2:   FREEFORM GRADIENT

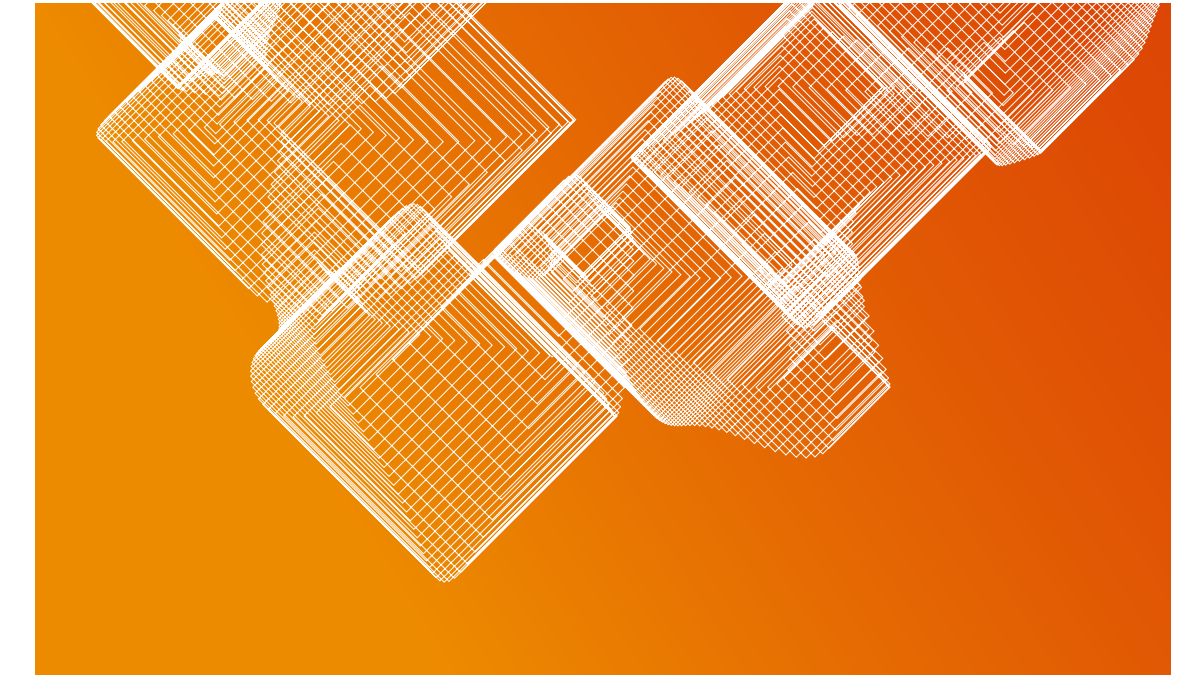LAYER 1:   GRAPHIC DEVICE
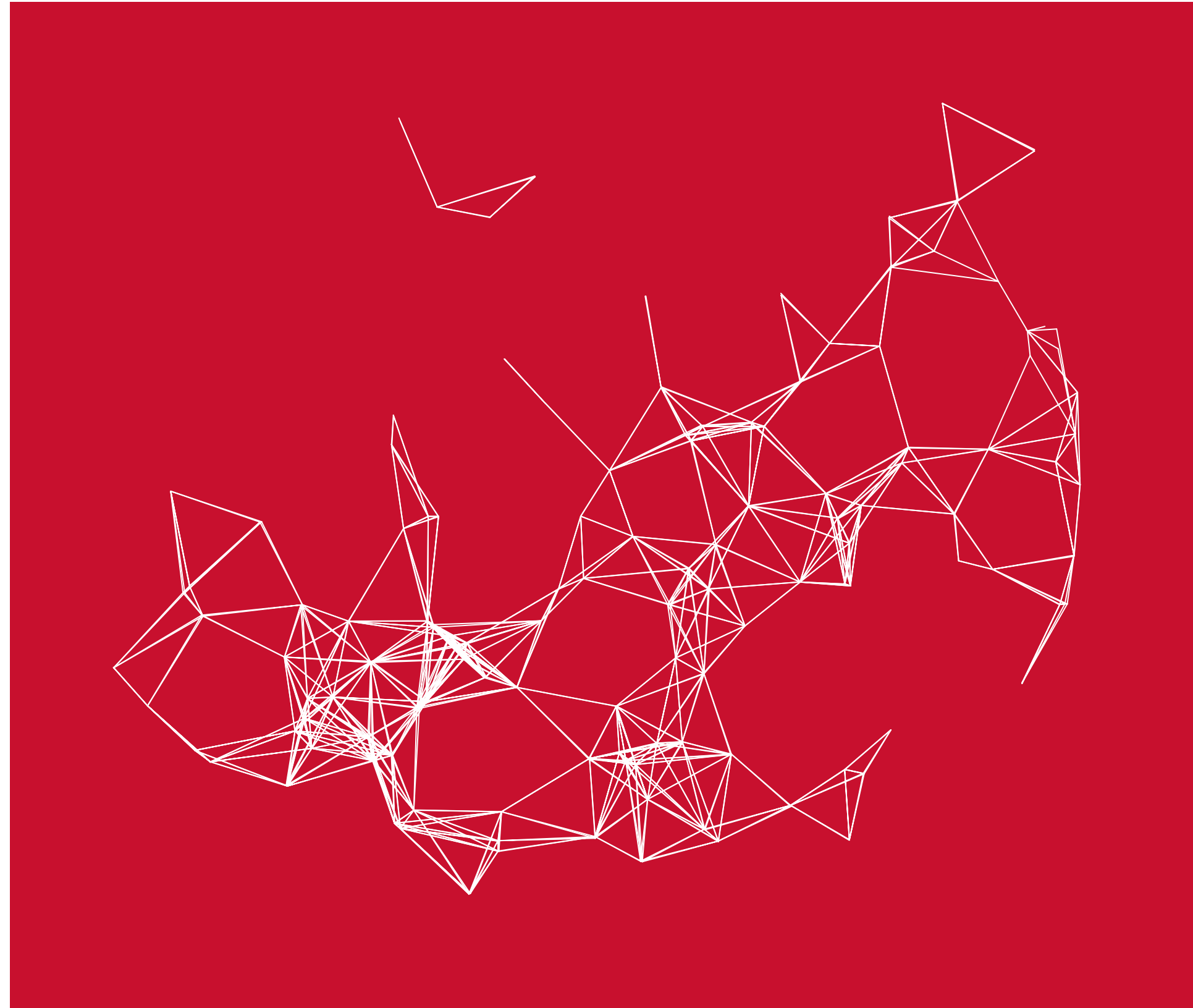LAYER 2:   PHOTOGRAPHY

SCARP

The SCARP device features overlapping, meshed cubes, which represents the dynamic and urban nature of the discipline.

This device can be used on a solid background, gradient, freeform gradient or related image. Legibility is an important consideration when using colour. To enhance legibility, make sure the device contrasts significantly with the background. When applying the graphic device to an image, ensure the device does not cover or obscure the subject.

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LAYER 1:   GRAPHIC DEVICE
LAYER 2:   SOLID COLOUR BACKGROUND

LAYER 1:   GRAPHIC DEVICE
LAYER 2:   FREEFORM GRADIENT

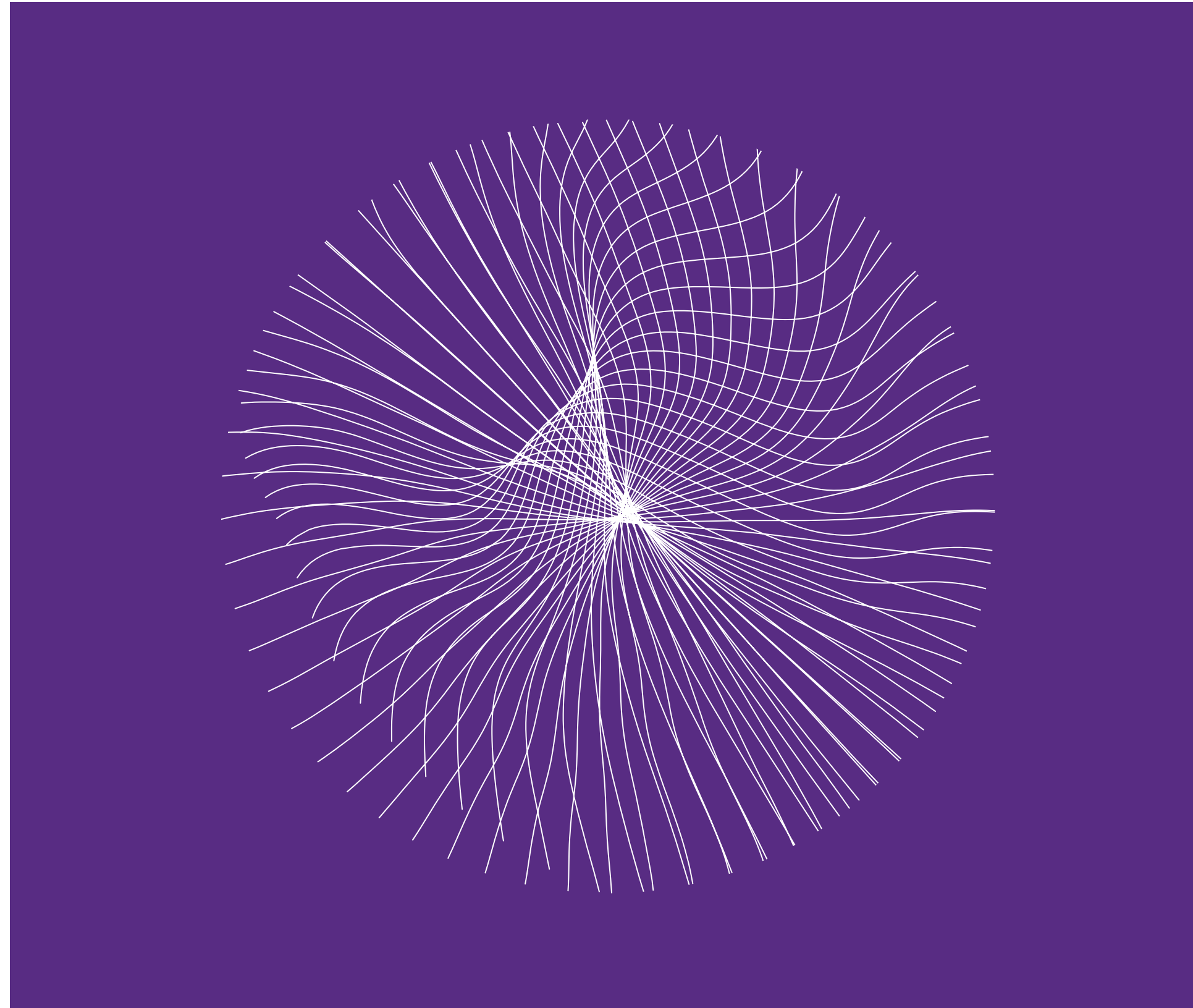LAYER 1:   GRAPHIC DEVICE
LAYER 2:   IMAGE

Engineering

The Engineering graphic device represents the practice with separate frameworks that change shape and connect to form a larger structure.

This device can be used on a solid background, gradient, freeform gradient or related image. Legibility is an important consideration when using colour. To enhance legibility, make sure the device contrasts significantly with the background. When applying the graphic device to an image, ensure the device does not cover or obscure the subject.

Please use the supplied assets only. Do not reproduce, edit or recreate any assets unless directed to by the Applied Science Marketing & Communications teams. Assets can be found in the UBC Applied Science Brand Toolkit.

LAYER 1:   GRAPHIC DEVICE
LAYER 2:   SOLID COLOUR BACKGROUND

LAYER 1:   GRAPHIC DEVICE
LAYER 2:   FREEFORM GRADIENT

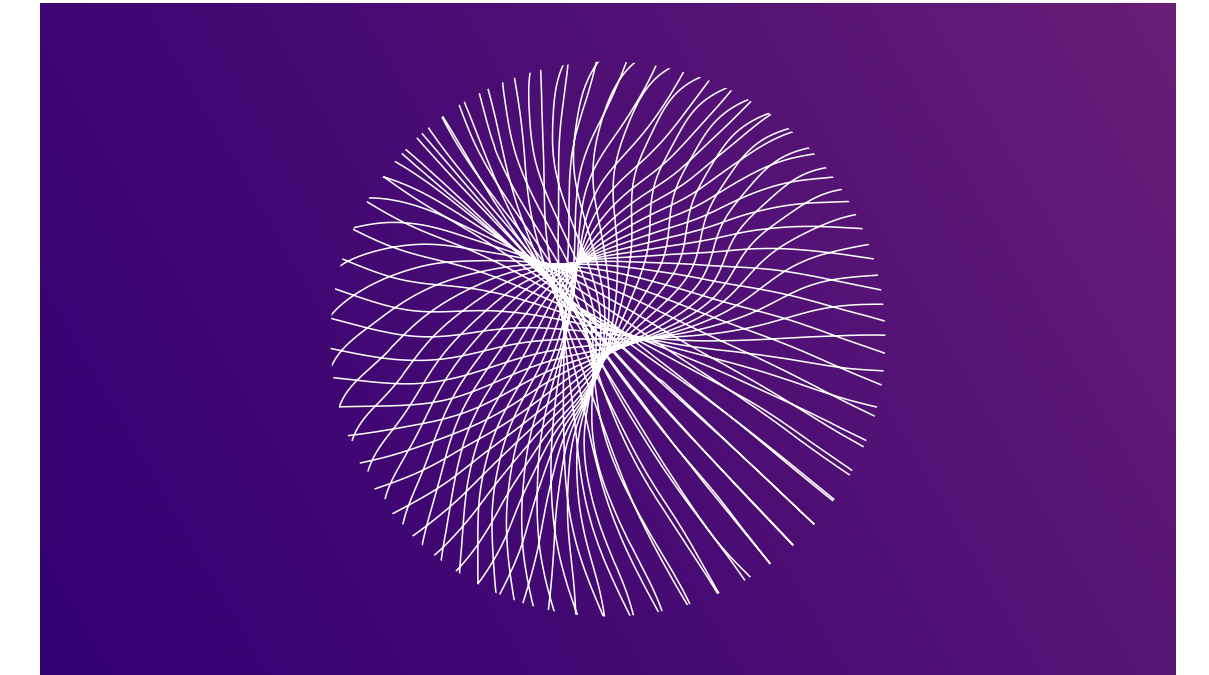LAYER 1:   GRAPHIC DEVICE
LAYER 2:   IMAGE

Nursing

The Nursing graphic device has an organic, subtly biological aesthetic, which represents adaptable and fluctuating connections between people.

This device can be used on a solid background, gradient, freeform gradient or related image. Legibility is an important consideration when using colour. To enhance legibility, make sure the device contrasts significantly with the background. When applying the graphic device to an image, ensure the device does not cover or obscure the subject.

Please use the supplied assets only. Do not reproduce, edit or recreate any assets unless directed to by the Applied Science Marketing & Communications teams. Assets can be found in the UBC Applied Science Brand Toolkit.

LAYER 1:   GRAPHIC DEVICE
LAYER 2:   SOLID COLOUR BACKGROUND

LAYER 1:   GRAPHIC DEVICE
LAYER 2:   FREEFORM GRADIENT

LAYER 1:   GRAPHIC DEVICE
LAYER 2:   PHOTOGRAPHY

To help us communicate as a unified and professional brand, we have formulated our layouts. This allows us to develop clear messaging, maintain aesthetic balance and build consistent digital and print assets.

Layout

Unit signature

SCALE AND PROPORTION

As a general rule, the unit signature should take up no less than 20% (and no more than 80%) of the working area. When determining exact size, remember that each application is unique.

On the right, we have provided a few examples of unit signature placement and proportion. Preferably, the unit signature will be placed in the bottom left corner. As we've shown, however, it can be moved around when different layouts are used.

100%

80%

20%
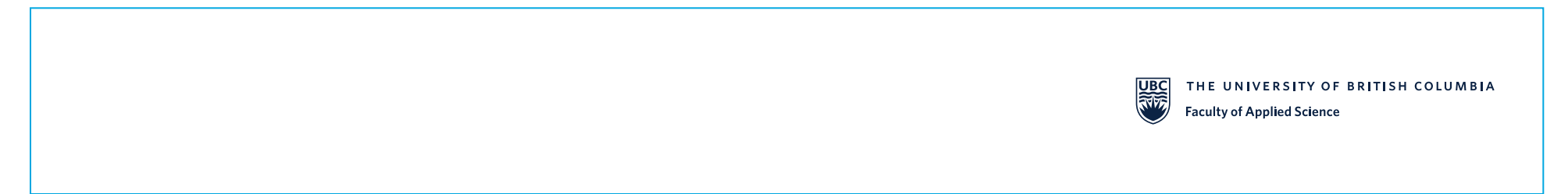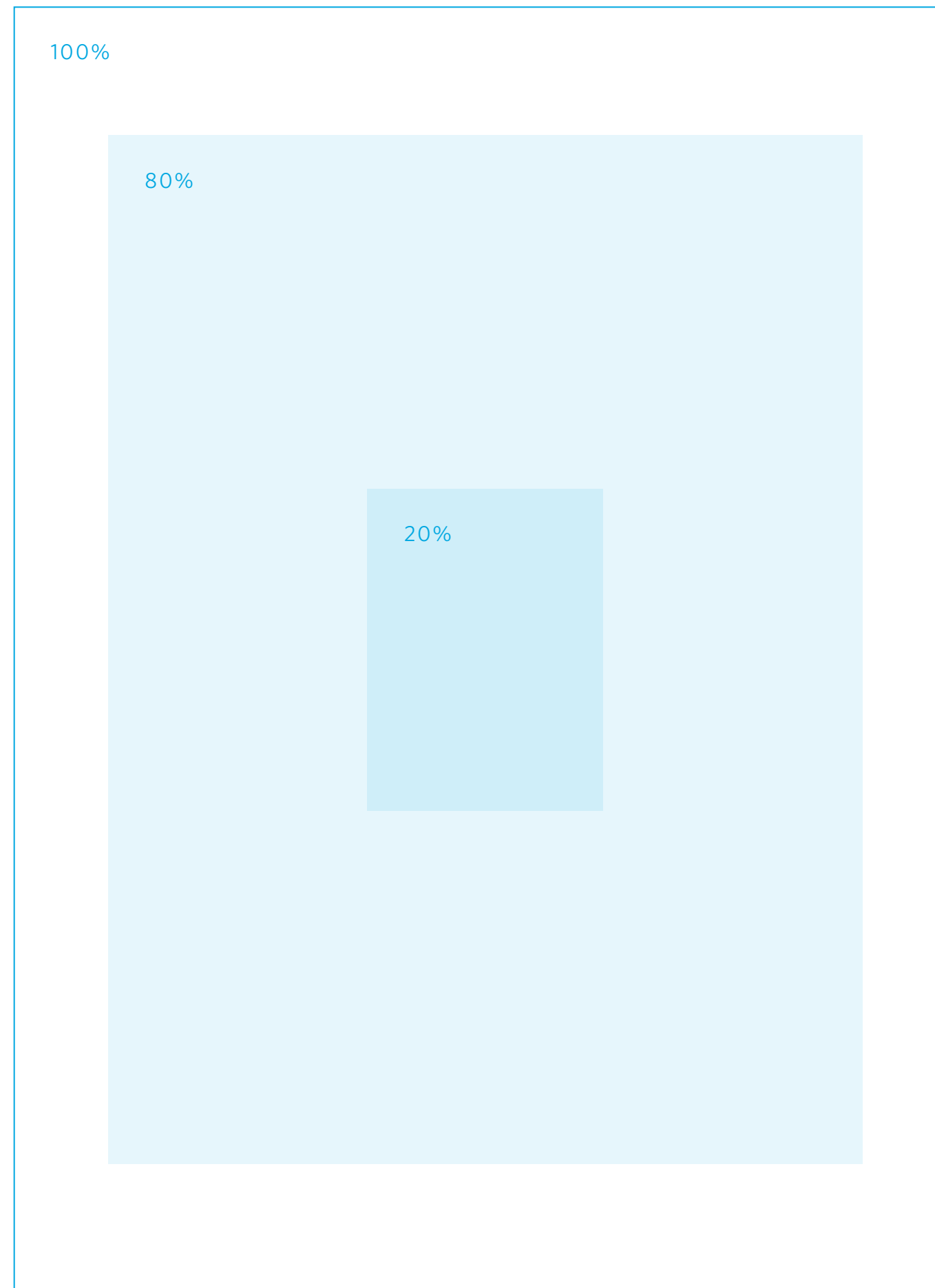
FULL UNIT SIGNATURE AT 25% HEIGHT

NARROW UNIT SIGNATURE AT 75% WIDTH
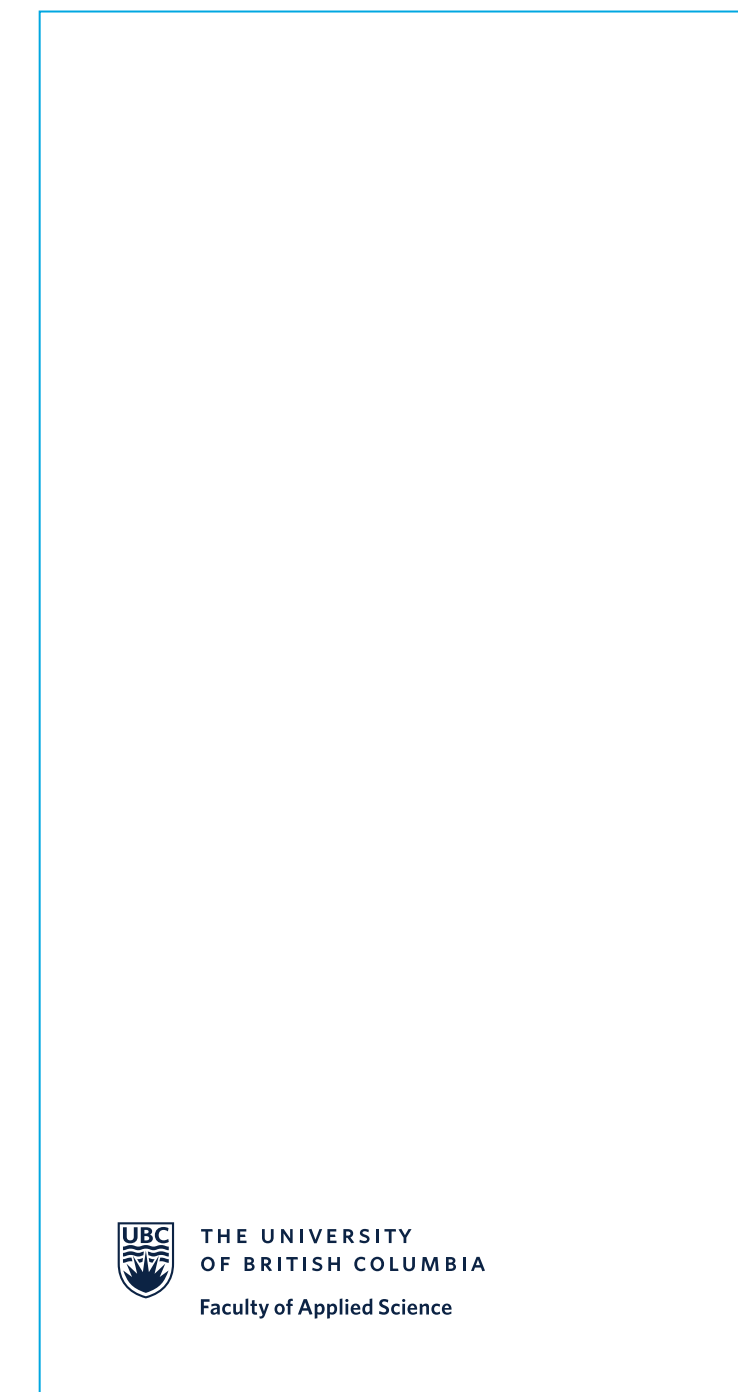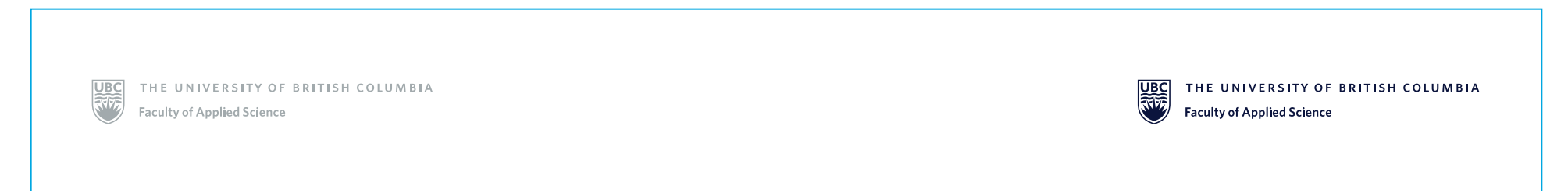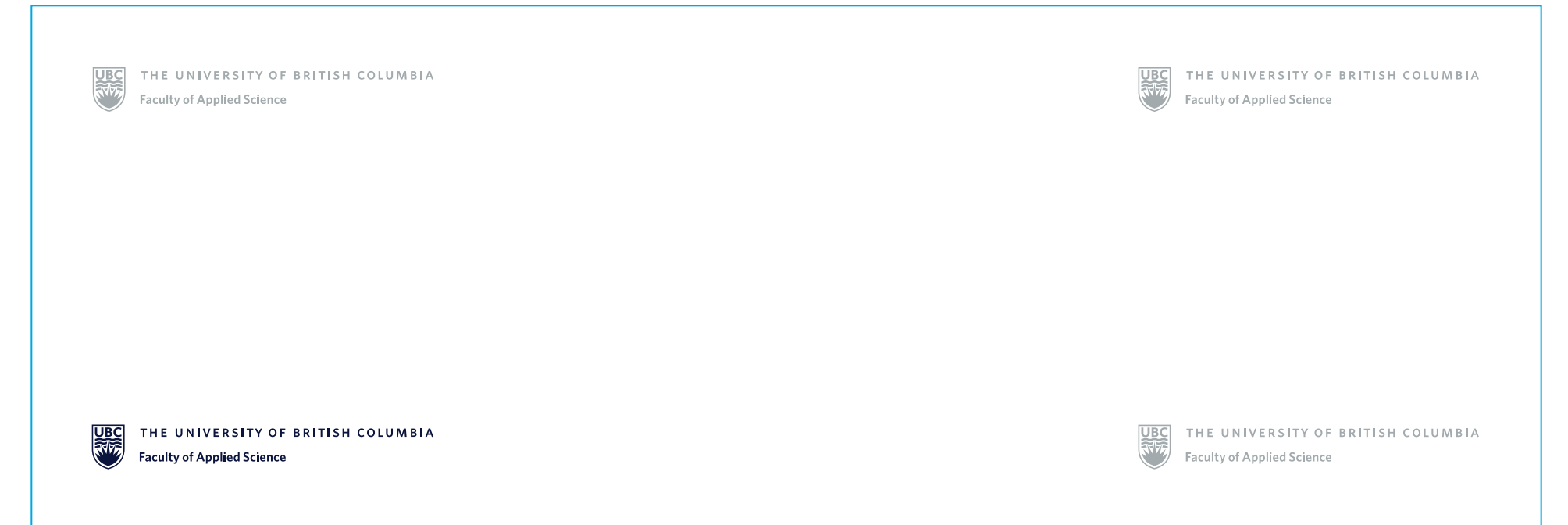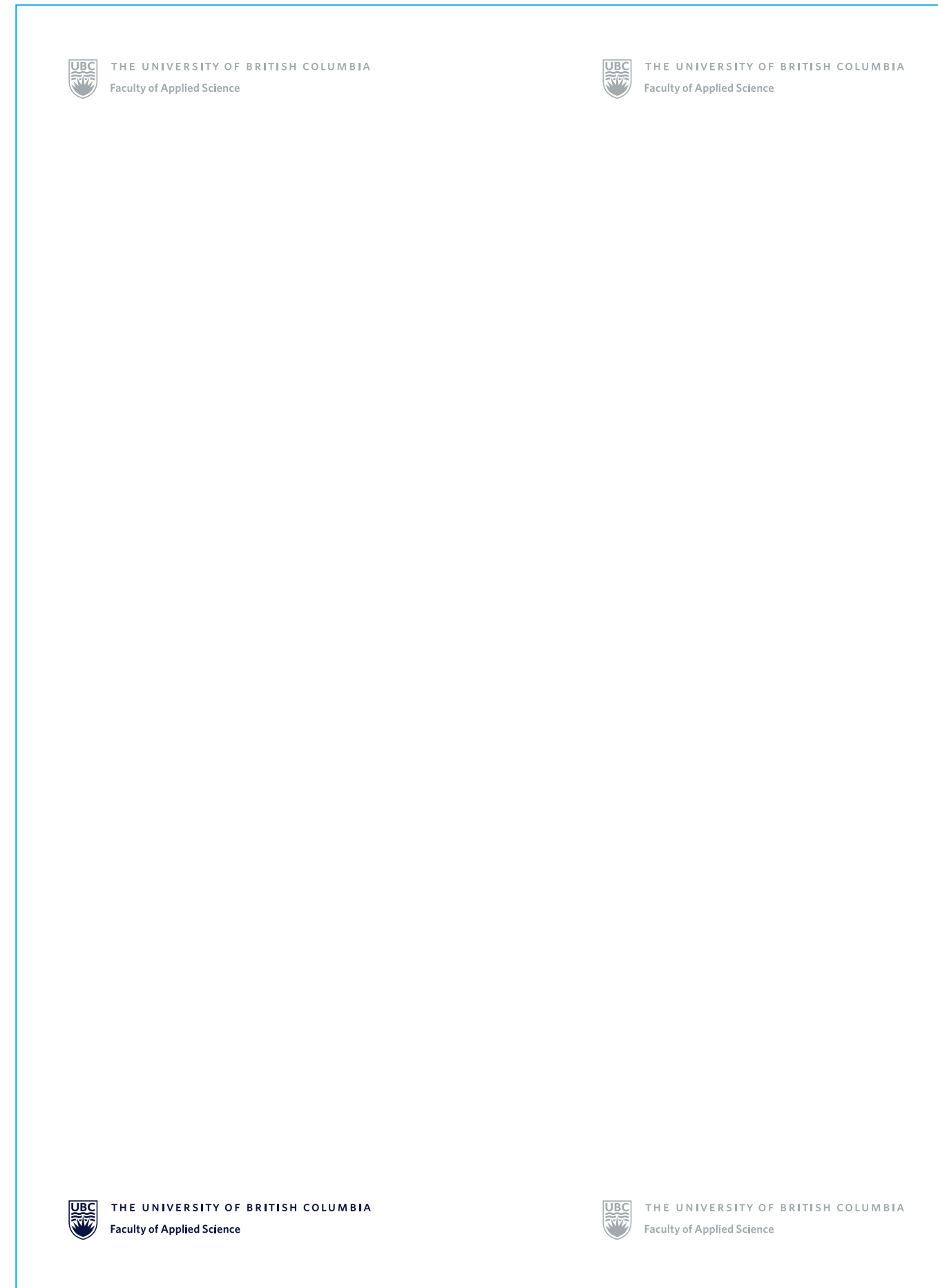
NARROW UNIT SIGNATURE AT 50% WIDTH
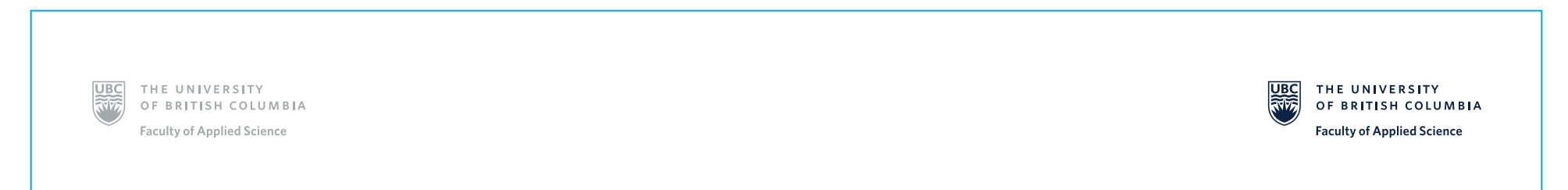
Unit signature

PREFERRED POSITION

The unit signature must be positioned to create an impactful visual and ensure consistency across all collateral. As a general rule, the unit signature should be anchored in the bottom left corner.

However, if an alternative is required, the unit signature can be placed in an opposite corner. When working with alternate sizing and dimensions, you may need to align the unit signature to the centre axis instead of a corner.

When considering the placement of a unit signature, always ensure that it contrasts significantly with the background.

FULL UNIT SIGNATURE

NARROW UNIT SIGNATURE

Unit signature

LOCK-UP

We use a universal unit signature and URL footer or header on all of our applications. This is referred to as the signature lock-up. Whenever possible, the lock-up should be used to maintain a consistent visual across communications. The lock-up can include all variations of the unit signature, excluding the short unit signature.

When designing a layout, use the height and width of the UBC crest to create margins that are proportional to the signature lock-up. The negative space between the unit signature, rule and URL should measure out to be the same width as the UBC crest.
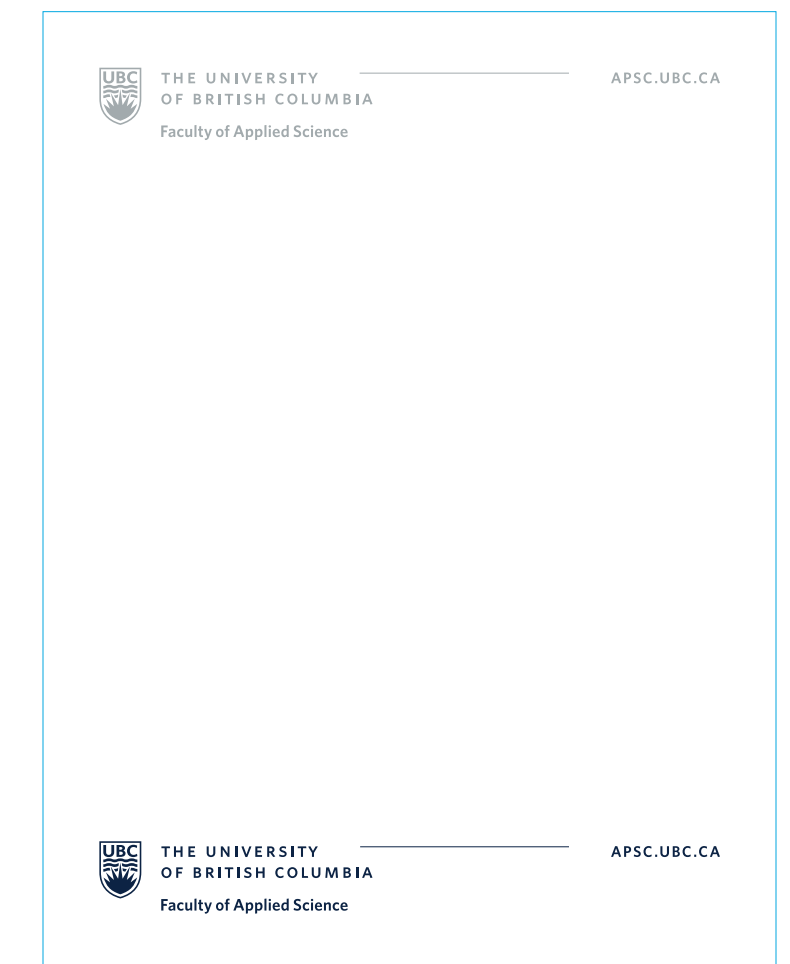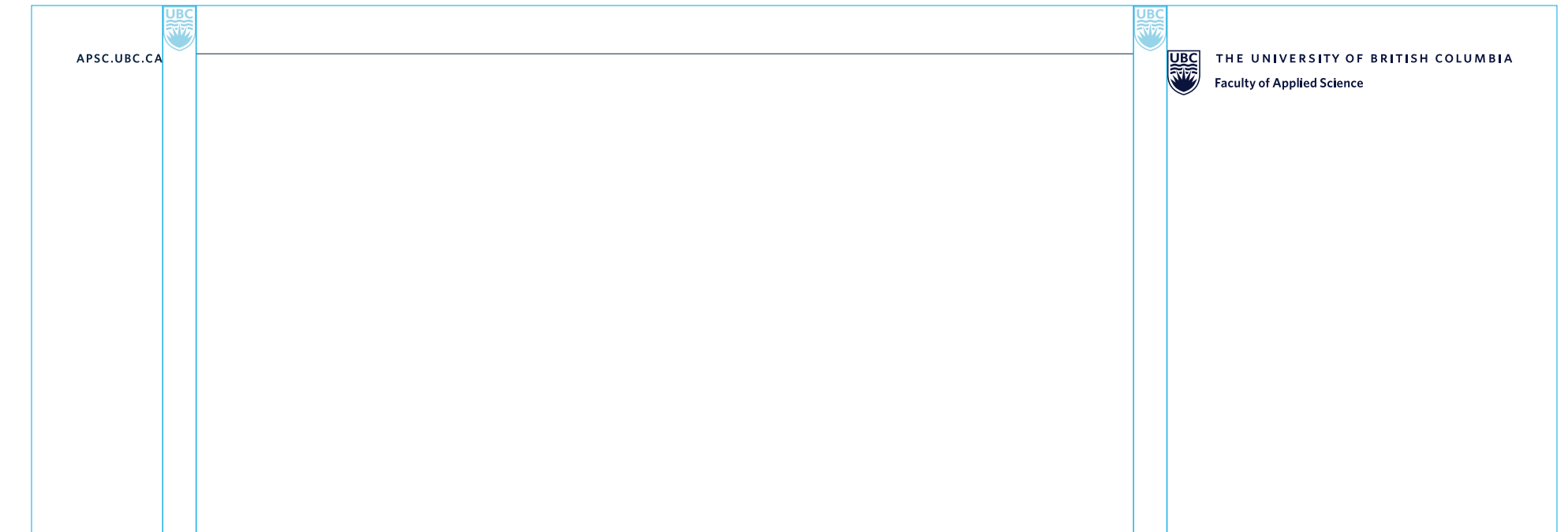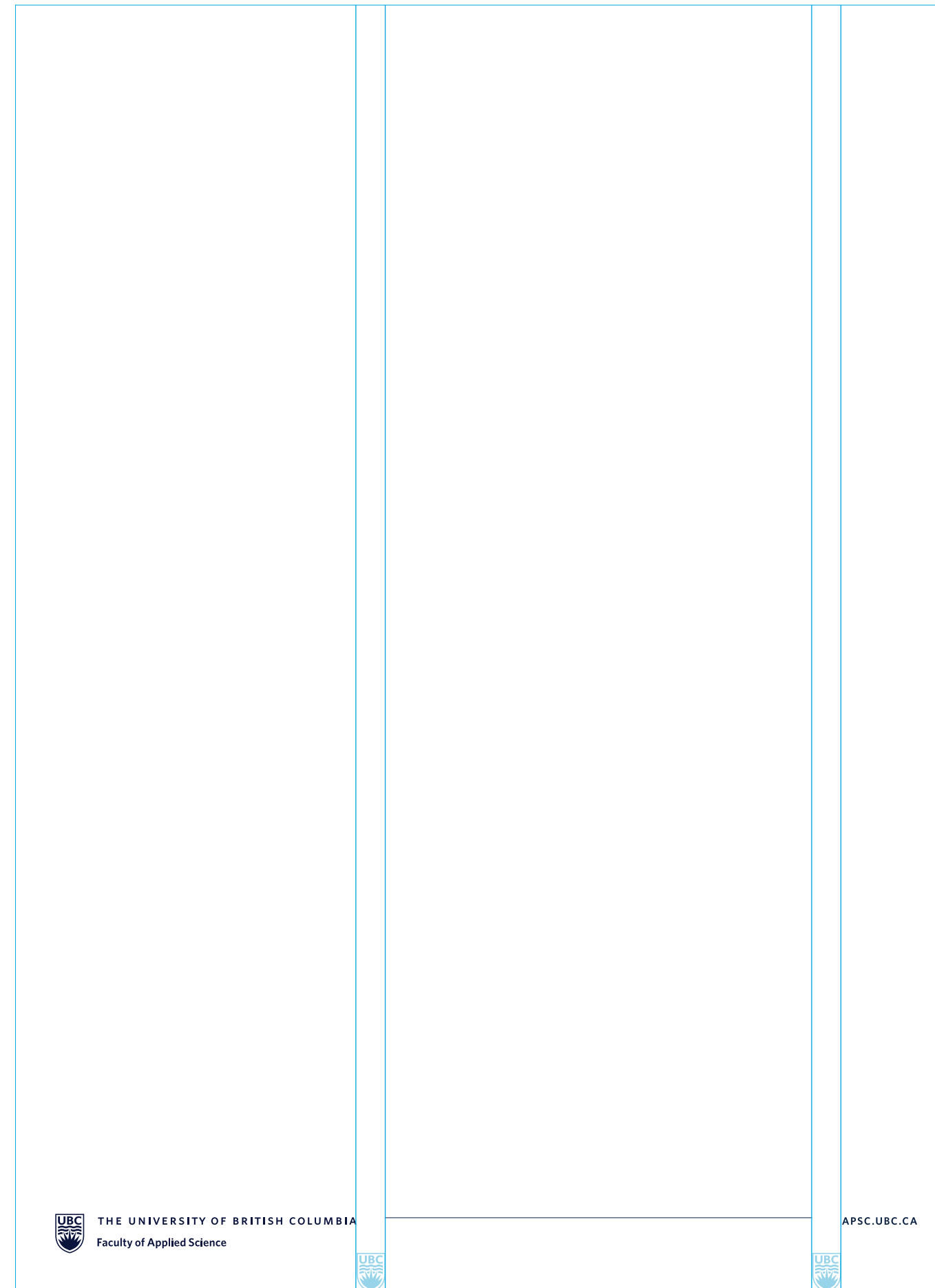
Grid

COLUMNS AND ROWS

In order to create uniform layouts, we use evenly spaced grids that consist of 12 columns and 12 rows.

When spacing out our grids, the UBC crest can be used as a measurement tool. Working with a common tool will help build well-balanced and consistent layouts. The column and row margins should measure out to be 1/2 of the UBC crest's width. This value is referred to as Z.
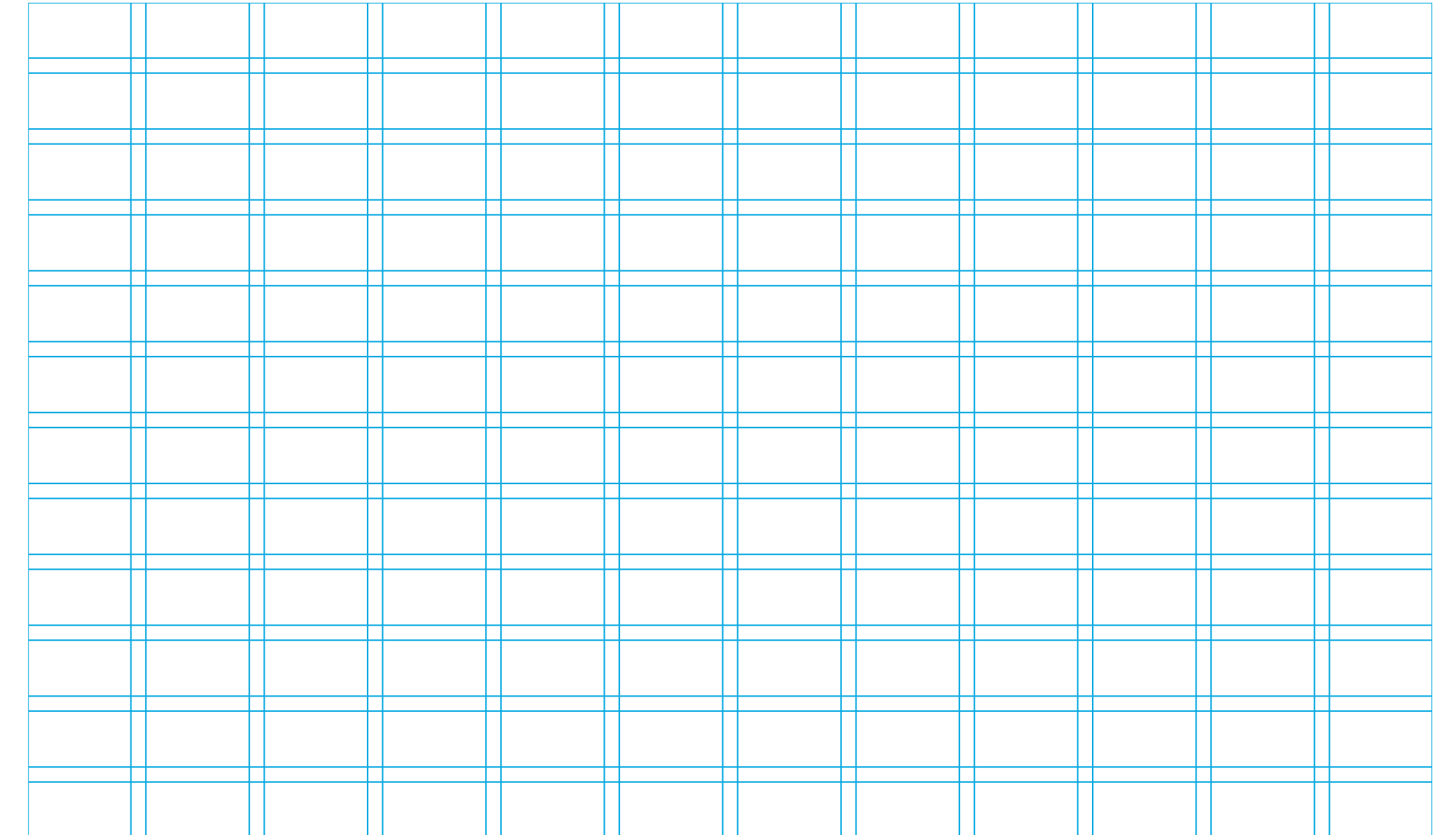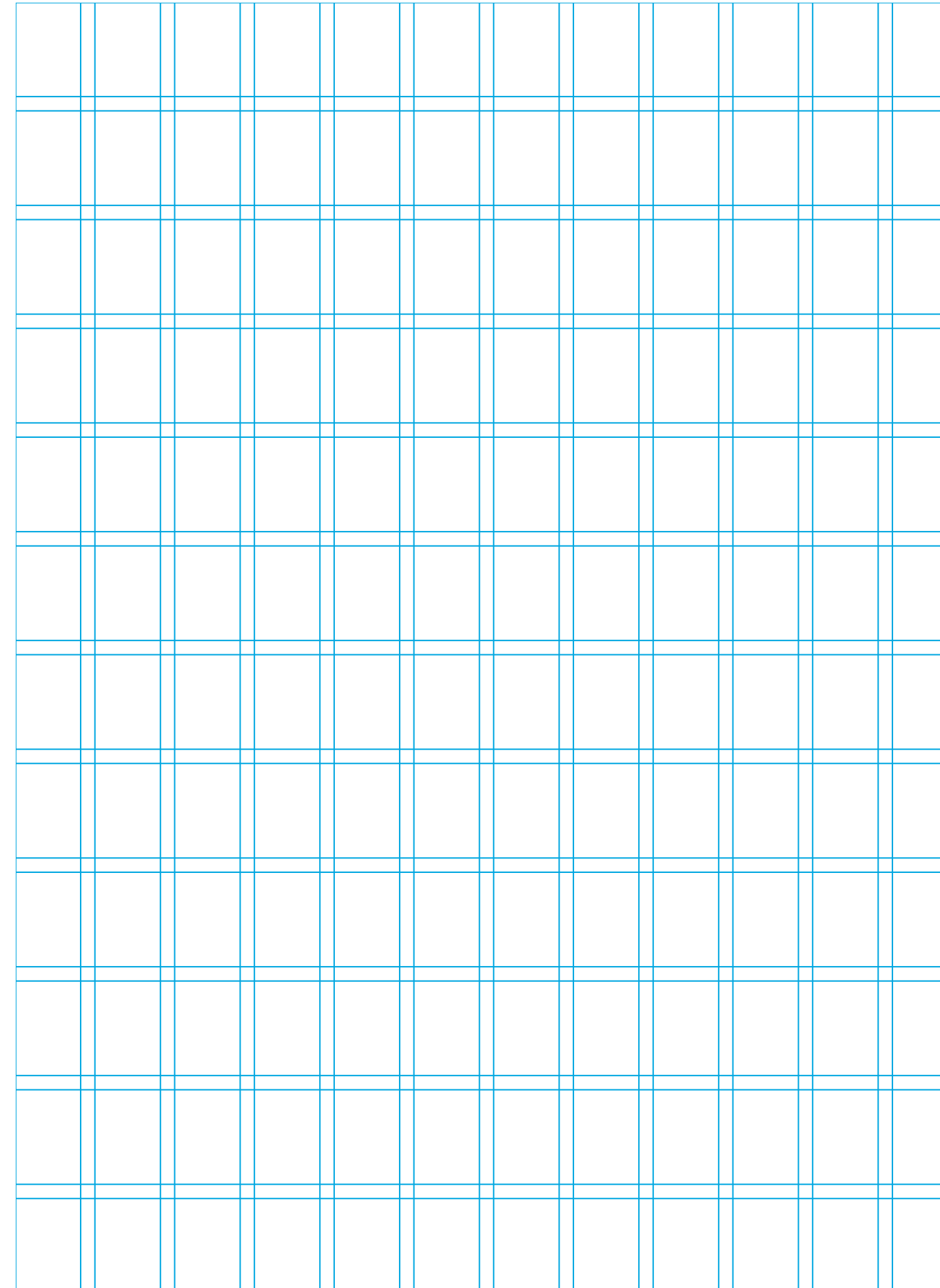
Grid

MARGINS

When creating margins, we follow a similar practice. By using a common measurement tool, the UBC crest, we ensure that our layouts are optically balanced. The page's margins should be determined by the height of the UBC crest. This value is referred to as X.

X

2X
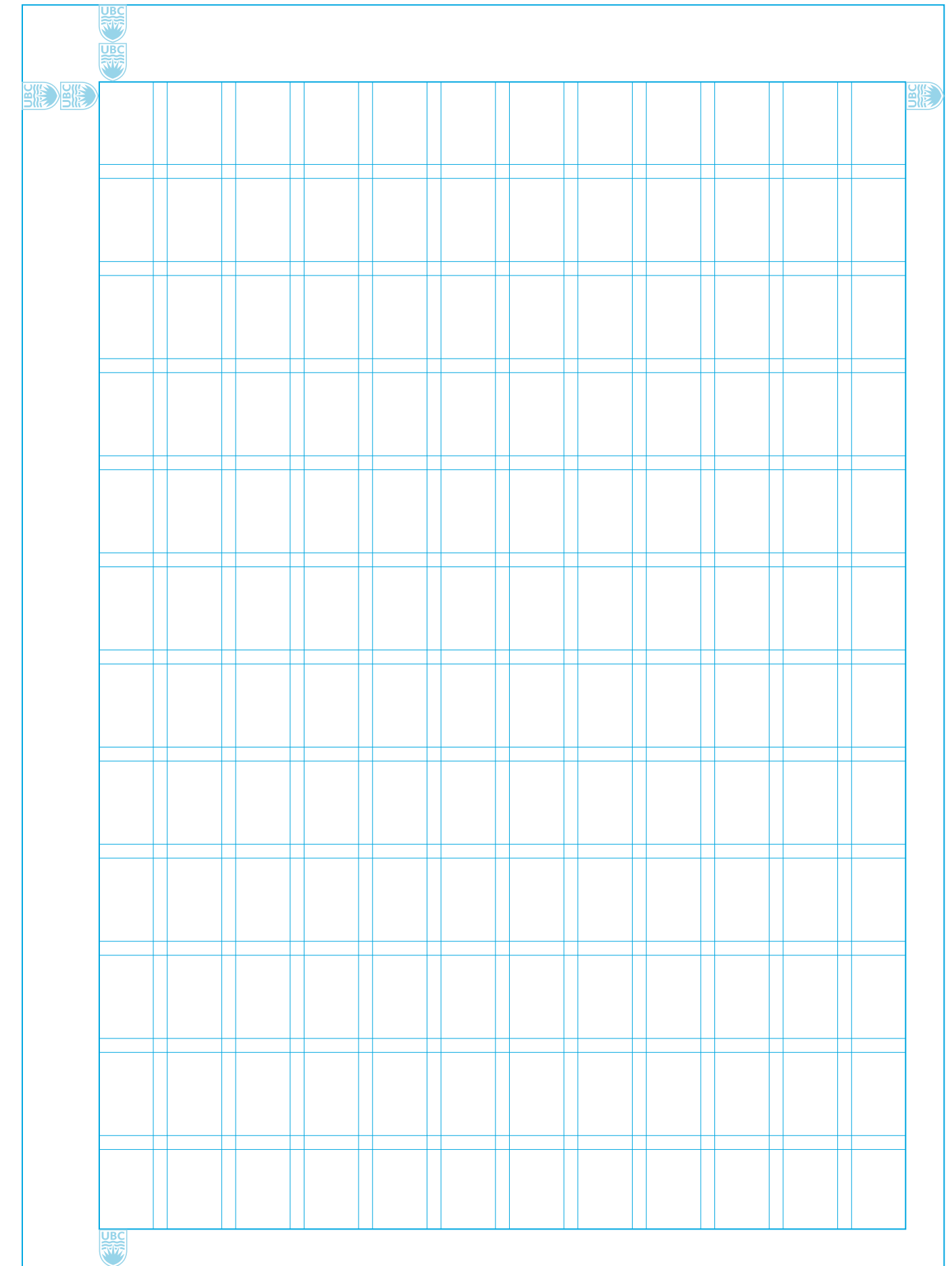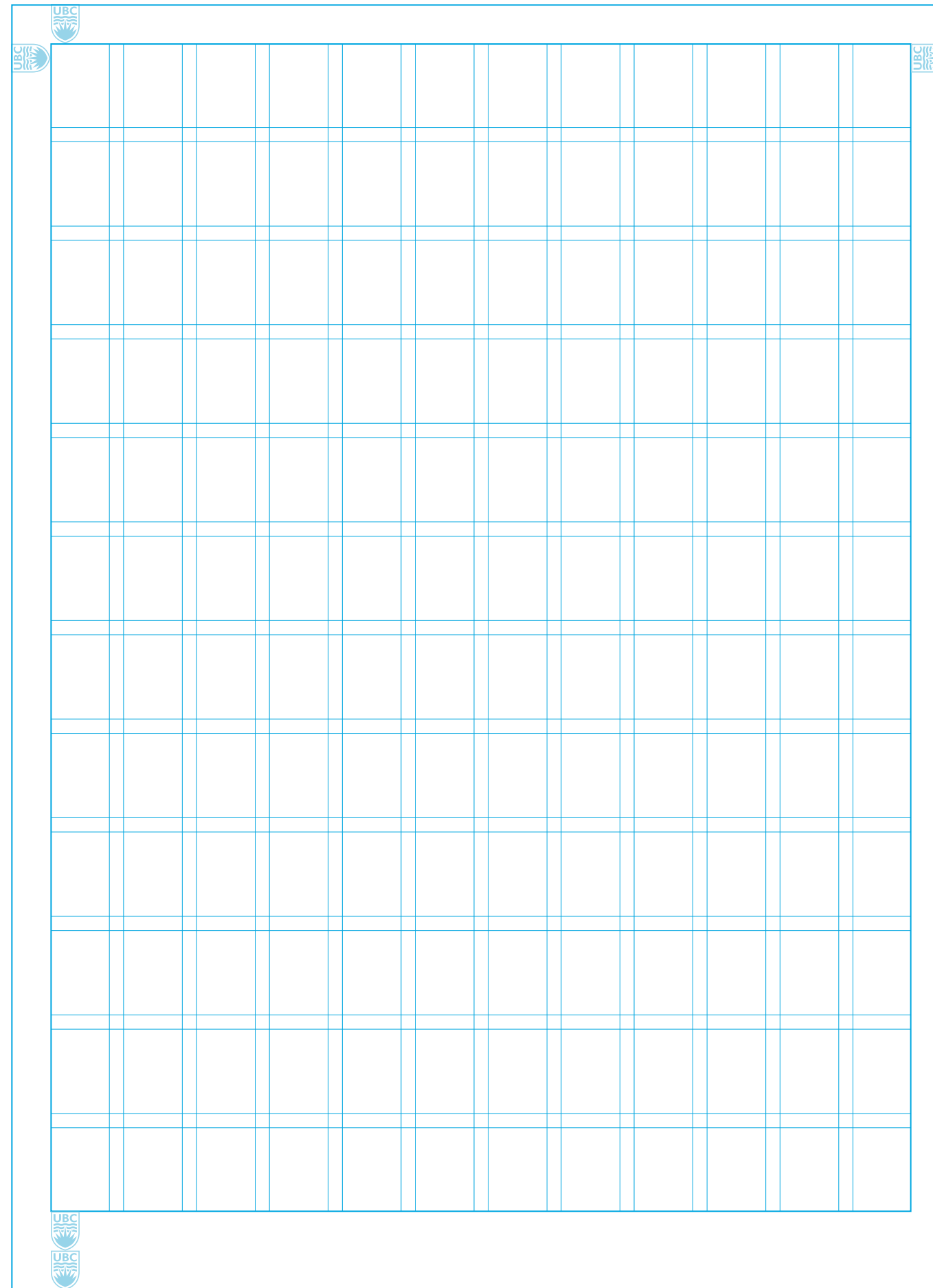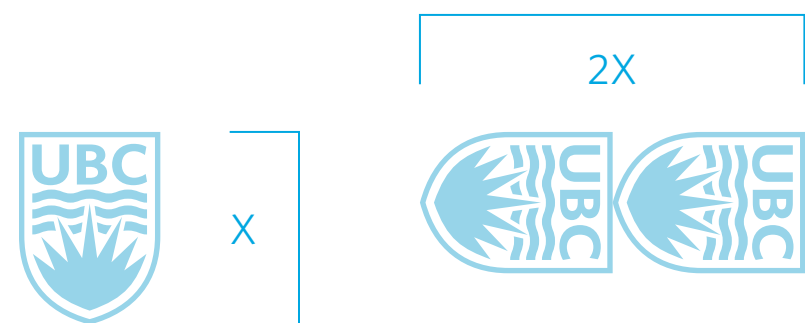
Grid

In these examples, we use the grid to create
a variety of different layouts.

Example 1 (left)

UBC THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

APSC.UBC.CA

Lipsum dolor

Odit dolupicimus molupta sinverum adit labore secus sumquos entur, nihillore, culpa aliqui res exceatia nonsequist eos moluptas sim ipictas fugitem quame con remolut rem. Nam fuga. Arcia nonsequost officto occat. Odit dolupicimus molupta sinverum adit labore secus entur, nihillore, culpa aliqui res exceatia nonsequist.

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Example 2 (center)

Lipsum dolor

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CONSECTETUR

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UBC THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

APSC.UBC.CA

Example 3 (right)

CONSECTETUR

Odit dolupicimus molupta sinverum adit labore sumquos entur, nihillore, culpa aliqui res exceatia no sequis.

Lictem explanimpore pa illa m di reptati scien denis eaquis voluptat facia es mo neque.

Lipsum dolor

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UBC THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

APSC.UBC.CA

Graphic device

SCALE AND PROPORTION

When using graphic devices, it's important to consider the intention of the device: to illustrate connection, interconnection and innovation.

Graphic devices should not be placed haphazardly. When we apply a graphic device, we want to tell a story with its position on a page. For example, we can use key lines to draw attention to particular words or parts of a photograph.

As a general rule, the graphic device should account for no more than 60% (and no less than 30%) of the overall layout.


60%

30%
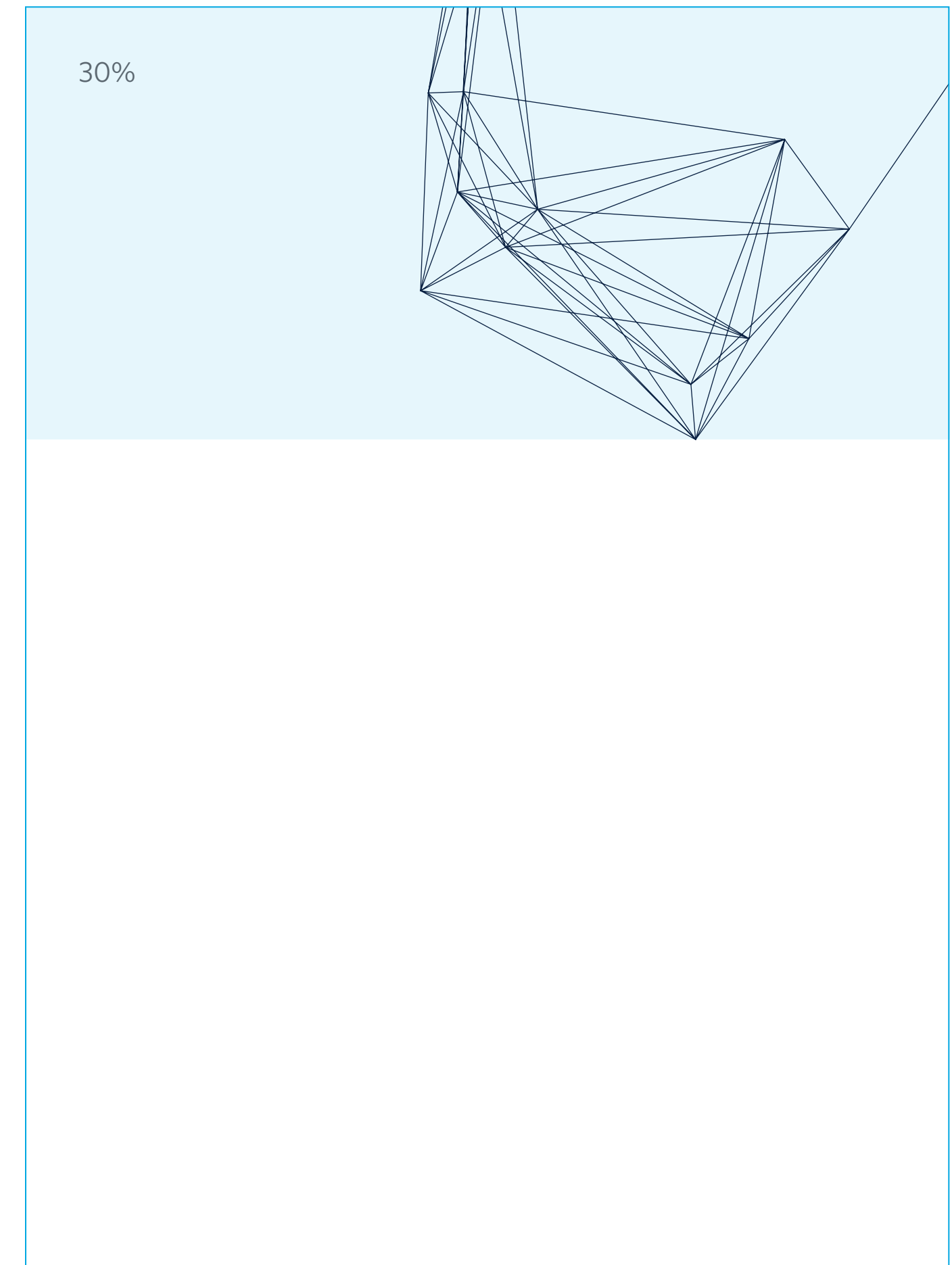
Graphic device

CROP AND POSITION

While displaying the entire graphic device works well in most applications, we can also crop or scale it to focus on particular sections. Then, these sections can be positioned on the page to frame specific details or create a more interesting layout.

However, when placing the graphic device, ensure that it does not intersect with the unit signature's clearspace. If the graphic device happens to cross over the unit signature's preferred placement area, you may move the unit signature to a different corner.

Layout
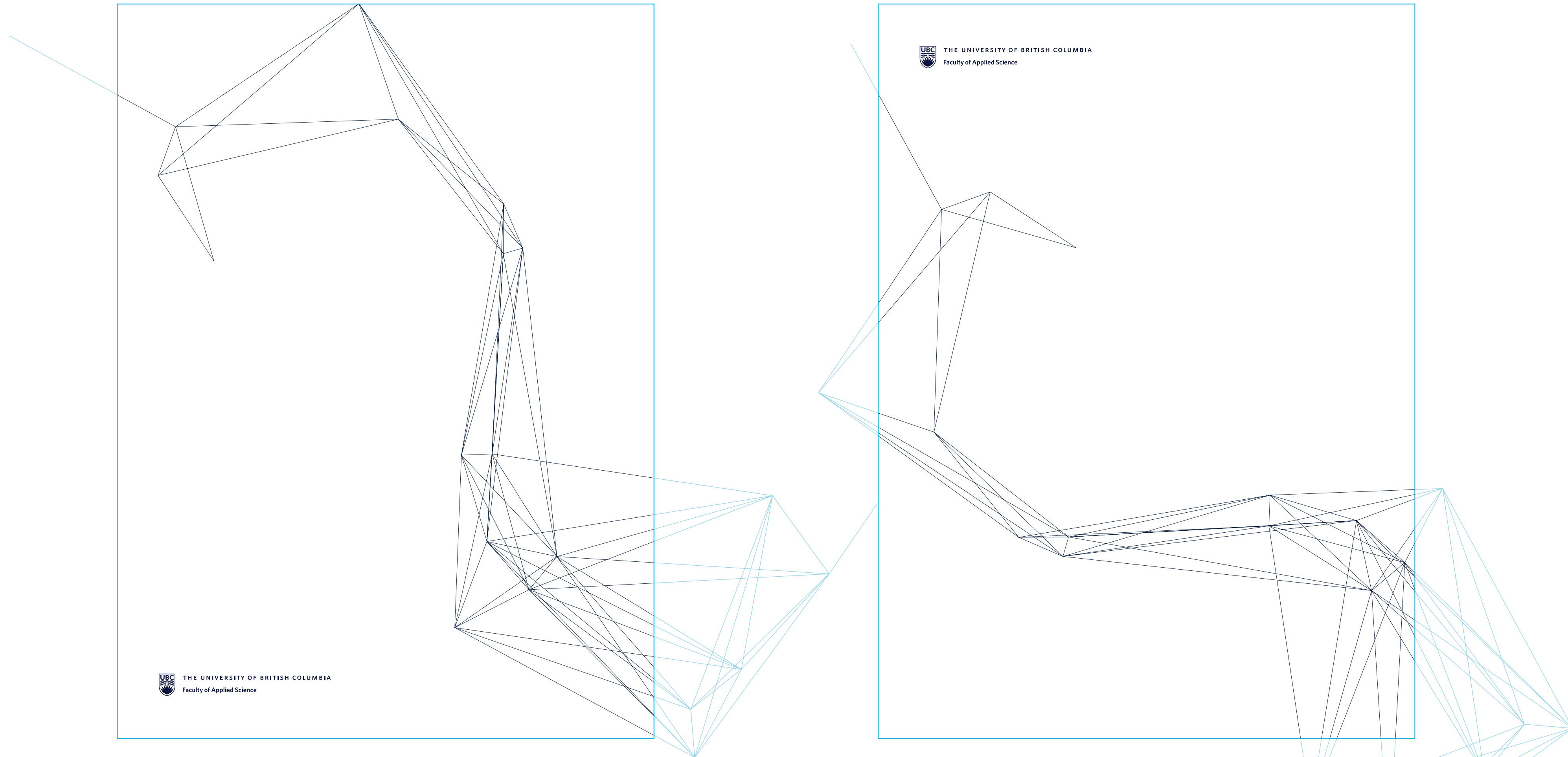
Photography

OVERLAY

To create additional contrast, we occasionally add a tint layer. When tinting a photograph, do not apply a colour as this will conflict with the discipline's signature look and feel.

In this example, we only show overlapping layers to demonstrate a colour difference. Do not follow this application for final designs. All final designs should be run through the proper production procedures to ensure that all tint layers have been applied correctly.

LAYER 1:   OVERLAY, 20% MULTIPLY
LAYER 2:   IMAGE

Photography

FREEFORM GRADIENT OVERLAY

Using the freeform gradient tool, we can isolate the focal point of the image and highlight it by centering the gradient around this point.

Standard freeform gradients (with and without transparency) can be accessed in the brand tool kit.

Unless otherwise instructed by the Applied Science Marketing & Communications teams, use the provided assets.

Gradient

Type:

Draw: ● Points ○ Lines

Stop: ●

Opacity: 0%

Spread: 0%
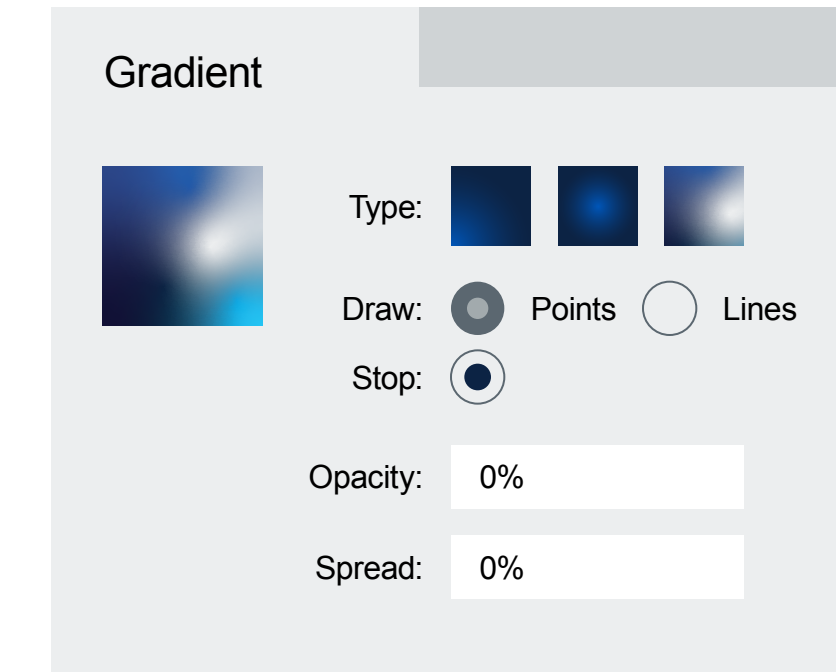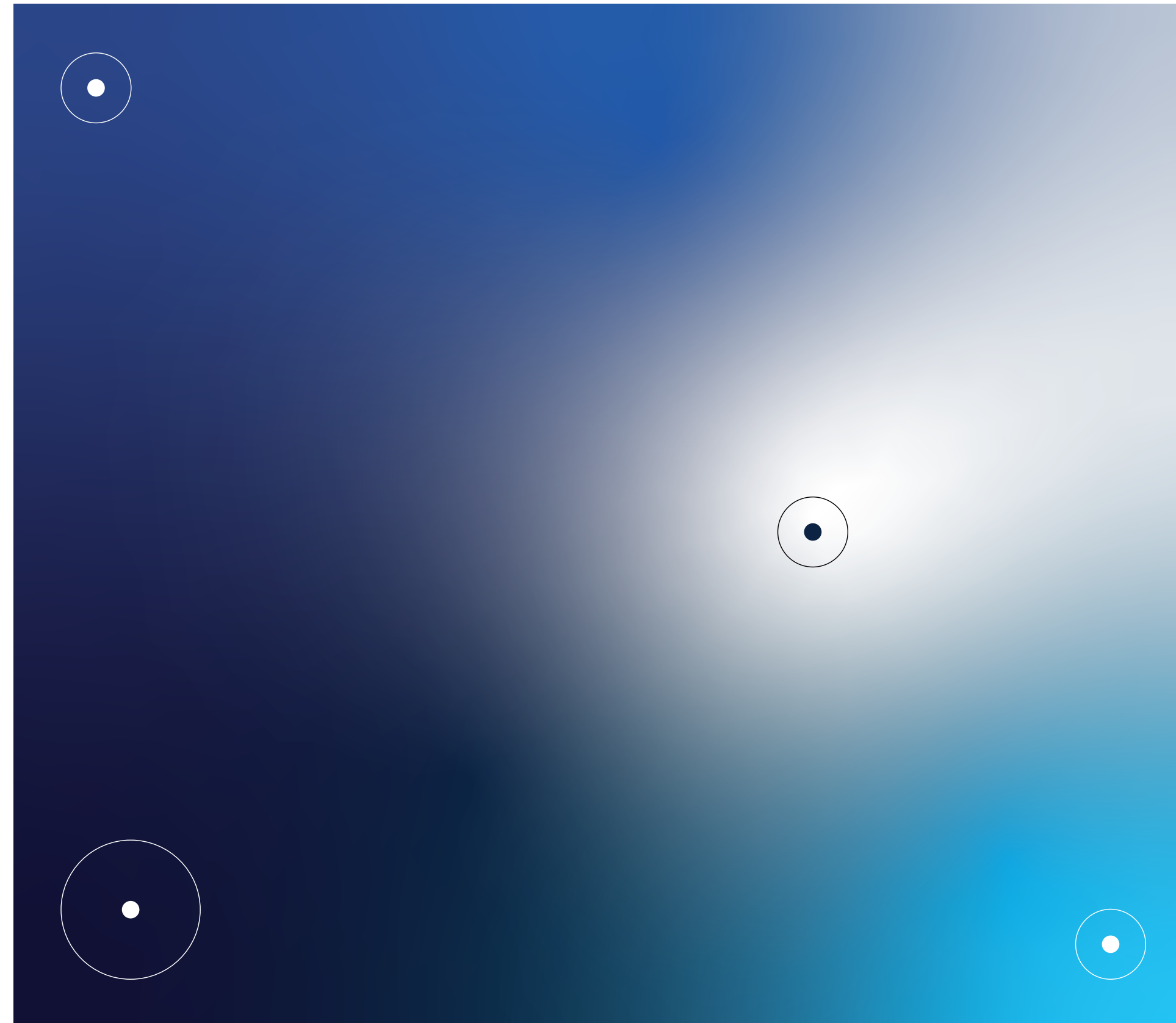
- Using the rectangle tool, create a shape.
- Select the gradient tool, and apply a freeform gradient to the shape.
- Assign the discipline's three colours to the freeform gradient.
- Then add a fourth colour (ex. white) to the area of focus in the selected photograph (ex. a person's face).
- Lastly, set the fourth colour's opacity to 0% to make a transparent focal point.

See above panel for specific settings.

Photography

APPLICATION

Ensure that the focal point of the image is directly under the transparent anchor in the freeform gradient layer.

This is the only instance in which a user would need to adjust the freeform gradient in Adobe Illustrator.

LAYER 1:   IMAGE
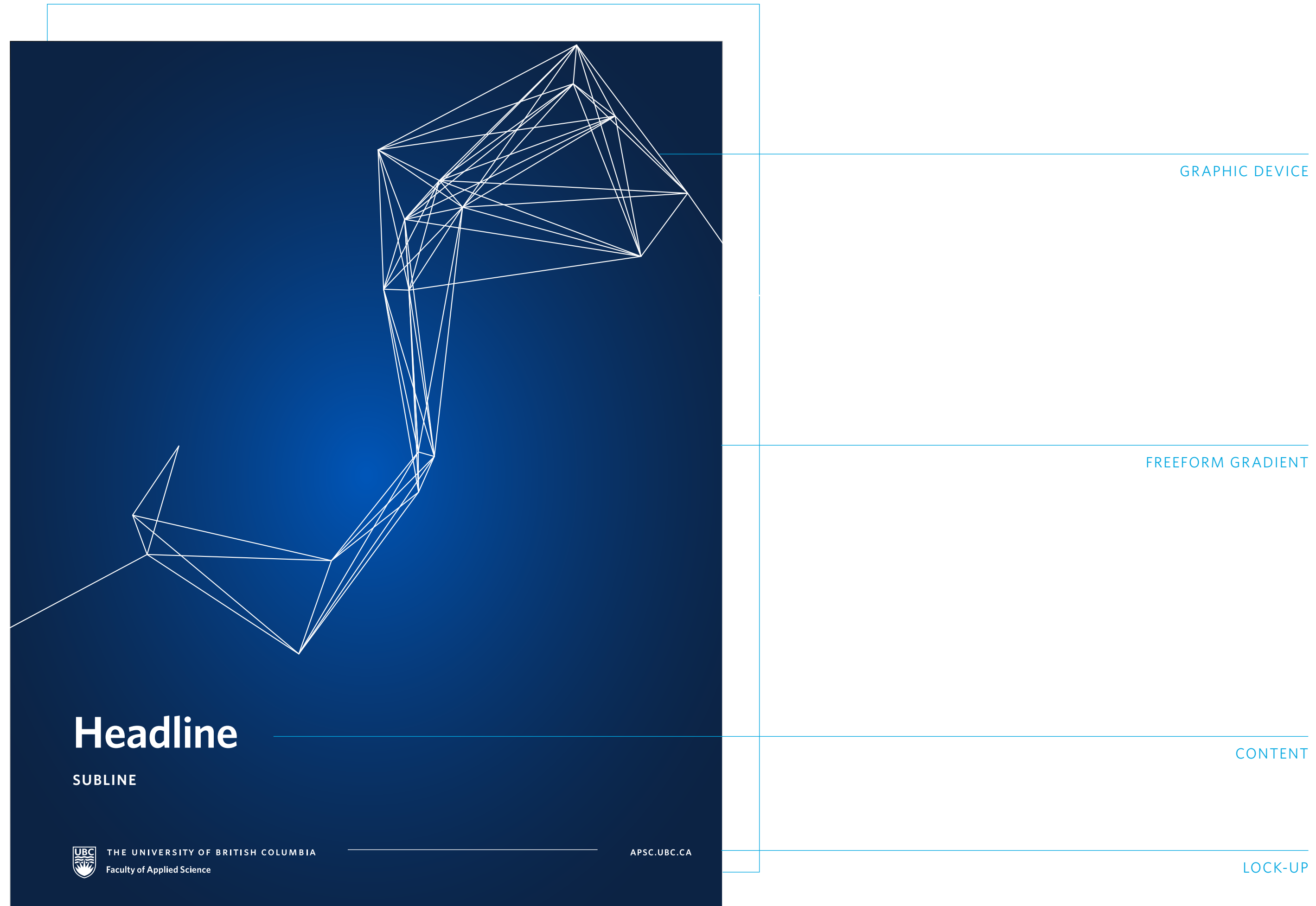LAYER 2:   FREEFORM GRADIENT WITH TRANSPARENCY

Schematic

APPLICATION

Our identity system is easy to use and can be applied to achieve a variety of looks and layouts. In this example, we use the following assets in a single layout:

1. Freeform gradient
2. Graphic device
3. Content
4. Lock-up

GRAPHIC DEVICE

FREEFORM GRADIENT

Headline

SUBLINE

UBC THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Applied Science

APSC.UBC.CA

CONTENT

LOCK-UP

Appendix

External links

APPLIED SCIENCE BRAND

UBC Applied Science Brand website

UBC BRAND

UBC Brand website

Contact

If you have any questions about applying our
brand or obtaining assets, please contact:

WENDY MCHARDY

Director, Marketing & Communications

Phone   604.827.4762
Email   Wendy.McHardy@ubc.ca

THE UNIVERSITY OF BRITISH COLUMBIA

Faculty of Applied Science